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NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

AN EVALUATION OF MARKETING TECHNIQUES USED BY THE UNIVERSITY
OF ZIMBABWE COLLEGE OF HEALTH SCIENCES LIBRARY IN MARKETING
INFORMATION PRODUCTS AND SERVICES.

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ABSTRACT

The researcher observed that users of the University of Zimbabwe College of Health Science (UZ-CHS) library were not fully aware of library products and services available to them in the library. As a result, the study focuses on the evaluation of marketing techniques used by the library in marketing information services. Literature on definitions of library services marketing, reasons for marketing library services, the marketing process, techniques used in marketing library services and the difficulties of marketing information services was reviewed.

Using a case study, questionnaires were sent to library users, UZ-CHS library staff were interviewed and observations were made to gather data. The study revealed that underutilisation of information products and services is because the marketing techniques used are not segment-tailored. Different user segments require different marketing techniques. User education programmes are effective for students, e-mail bulletins preferable for lecturers while health professionals are best served with e-mail bulletins and human contact as marketing techniques.

The researcher recommended that user education programmes be introduced for lecturers and health professionals and a listserv to use for sending the e-newsletter to all users be set up. The library should take advantage of the Information Training and Outreach Centre for Africa (ITOCA) to market electronic resources and co-organise training workshops.