

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

AN ASSESSMENT OF THE IMPACT OF MARKETING LIBRARY PRODUCTS AND SERVICES AT THE NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY LIBRARY

BY

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ABSTRACT

This project which dealt on an assessment of the impact of marketing library products and services at the National University of Science and Technology Library sought to gather, analyse and present information on the importance of marketing the library. A review of related literature highlighted the importance of marketing, the role of the librarian in marketing information products and the techniques that would be taken to market the academic library. Questionnaires were sent to 365 library users who were used as a sample and 260 responded. The responses were summarised and tabled. The results showed that the library lacked in its orientation programme and communication with the users was inadequate. Conclusions revealed that there was a lot to be done in marketing the NUST library. Users were not well versed with the library services and most are not able to find library material in the shortest possible time. Recommendations were given to say all members of staff at NUST should be introduced to the library. Staff at service points should be taught public relations. It was also recommended that the university administrators should be engaged in marketing of the library.