

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

AN ASSESSMENT OF MARKETING SERVICES IN PUBLIC LIBRARIES: A CASE
OF THE BULAWAYO PUBLIC LIBRARY (BPL)

BY

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ABSTRACT

The focus of this study was to assess the effectiveness of marketing services at the Bulawayo Public Library in bridging the gap between the usage of traditional sources of information and Internet sources. The descriptive survey research method was used. Observations, questionnaires and interviews were the research instruments used to collect data from respondents. The findings were presented in tables, bar graphs, pie charts and narrative descriptions. The purposive and stratified random sampling methods were used to sample the population, which consisted of the Bulawayo Public Library staff and its clientele who included children, scholars, young adults, senior citizens and the disabled. The sample consisted of four staff members and 35 registered and non-registered users. The findings were that the marketing services at the Bulawayo Public Library are somewhat non-existent. Several factors that include lack of resources and marketing skills were among the contributory factors. The Bulawayo Public Library needs to adopt more rigorous marketing techniques such as the marketing mix, internal marketing, market research, public relations, relationship marketing and the use of information technology to promote and enhance usage of both traditional and electronic sources of information.