

SPECIAL COLLECTION
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NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

AN INVESTIGATION OF THE MARKETING STRATEGIES USED BY THE
GENERAL EMMANUEL ERSKINE RESEACH AND DOCUMENTATION CENTRE
(GERDC) BVUMBA.MUTARE.

LIBRARY NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY P.O. BOX 346 BULAWAYO ZIMBABWE		
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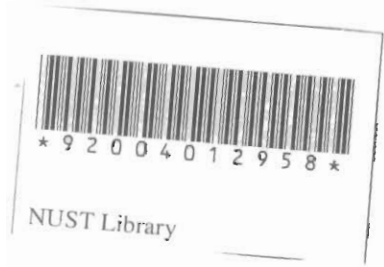
A RESEARCH PROJECT PROPOSAL SUBMITTED TO THE NATIONAL
UNIVERSITY OF SCIENCE AND TECHNOLOGY IN PARTIAL FULFILLMENT OF
THE BACHELOR OF SCIENCE DEGREE

IN

LIBRARY AND INFORMATION SCIENCE

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

BULAWAYO, ZIMBABWE



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ABSTRACT

Having observed the low usage of resources at GERDC and decline of patronage the study sought to find out causes of declining patronage and low usage of GERDC's materials. A sample size of 18 respondents was used whereby 15 patrons were questioned and 3 library staff were interviewed. The descriptive survey method of study was used complimented with questionnaires, observations and structured interviews as research instruments. The researcher distributed the questionnaires to respondents via their physical addresses and electronic mails obtained from GERDC user register. To avoid disappointments and delays appointments were made using phone calls and electronic mails to all respondents. The researcher made personal contacts to collect completed questionnaire and encouraged respondents not to panic since the research was for academic purpose. The data collected was analysed using tables, bar graphs and pie charts where necessary. Findings of the study showed that inconvenient location of the library, lack of user education and poor quality of the resources could not be totally divorced from decline of patronage. The resources of GERDC were not effectively utilised as patrons proved to be unaware of some of the resources in the library. The marketing strategies used by GERDC proved to be ineffective as has been evidenced by the views and opinions from both patrons and staff. The ultimate objective of the marketing of library and information services should be the dissemination of the right information to the right customer (user) at the right time. The researcher concluded by recommending effective communication between staff and patrons, increased awareness of resources in the library for their usage, and improved soliciting of feedback from users to improve quality of resources.