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RELEASE FORM

**AN ASSESSMENT OF THE MARKETING STRATEGIES EMPLOYED BY REHABILITATION
AND PREVENTION OF TUBERCULOSIS, RAPT INFORMATION CENTER IN
PROMOTING ITS INFORMATION PRODUCTS AND SERVICES**

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BY

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ABSTRACT

Having realised a drastic reduction in the number of clients frequenting the Rehabilitation and Prevention of Tuberculosis Information Centre, RIC, the study sort to assess the marketing strategies being employed by the information centre in promoting its information products and services. Trends emerged in the literature review revealed that successful marketing strategies are those that focus on the needs of the patrons. The survey method was used to obtain data from the respondents who comprised of eight information centre staff who responded to a questionnaire and twenty patrons who responded to an interview. The study revealed that RIC was mainly employing technology based marketing strategies that were not accessible to most patrons leading to low satisfaction among clients of low literacy who made the majority of the patrons. It was concluded therefore that RIC's marketing strategies were not wide encompassing, thus the decline in patronage. Recommendations made included conducting workshops both for the staff and the patrons and for the information centre to engage in fundraising activities as well as networking with other stakeholders involved in TB and HIV/AIDS information dissemination.