

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
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**AN ASSESSMENT OF THE MARKETING STRATEGIES USED BY CHRONICLE IN
NEWSPAPER PUBLISHING**

BY

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ABSTRACT

This research was mainly triggered by the shrinking market for The Chronicle Newspaper. The researcher noticed, while on attachment that there were huge daily returns of the newspaper and then sought to find out the effectiveness of the applied marketing strategies. The main purpose of the study was to establish the importance of viable marketing strategies to the newspaper industry. The reviewed literature revealed a number of strategies newspaper publishing companies use for them to maintain relevance in this competitive environment. Among these strategies were the use of Information Communication Technologies (ICTs), Economies of scale, Loss leader strategy and Managing costs in production. The research was a case study under qualitative research. The data collection tools were the questionnaires and interviews. The population targeted for the study was the staff directly involved in the marketing of the paper, that is, the Circulation Department staff and their manager and the Advertising Department staff and their manager also. Both managers were interviewed while questionnaires were given to the Advertising and Circulation Staff. All the staff members were targeted, so there was no sampling. The researcher found out that the Chronicle was having more marketing challenges than solutions. The company is also faced with competition from independent companies and online information providers. The major conclusions are that, the Chronicle due to its many years of serving the region has gained visibility but there is a great need of upgrading marketing strategies. The major recommendations were that; the company must promote an integrated marketing strategy whereby all departments would be involved in marketing.