

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE

DEPARTMENT OF PUBLISHING

**MARKETING EDUCATIONAL MATERIALS: A CASE STUDY OF
THE INDIGENOUS ZIMBABWEAN PUBLISHERS**

BY

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**A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILMENT OF
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ABSTRACT

The main purpose of the study was to investigate and identify the marketing strategies or methods used by upcoming Zimbabwean indigenous textbook publishers in marketing educational materials and to assess the extent to which the current strategies are useful and effective in marketing educational materials. The researcher during attachment at Priority Projects Publishing observed that upcoming indigenous textbook publishers face uncontrollable challenges in marketing textbooks within the country mainly due to inadequacy of financial resources. On undertaking the study, specific literature pertaining to the problem was reviewed so as to clarify the basis upon which the research was carried out and to have a vivid picture of the subject matter. The definition of marketing, marketing challenges, marketing strategies, marketing activities, its importance and how it contributes to the success of the organisation were all explained. In trying to come up with the most useful amount of data such that findings, recommendations and conclusions could be made, the researcher conducted a qualitative case study. Questionnaires and in-depth interviews were the instruments used to collect primary data from managing directors, marketing managers and sales representatives. The study revealed that the companies as profit oriented organisations, are actively involved in the marketing of their products and that a number of marketing strategies and promotional activities are employed. These include issuing catalogues, newspaper and space advertising, radio and television broadcasts, book reviews, school visits, book launches and publication parties among others. The research concluded that effective marketing of textbooks by upcoming indigenous publishers is the only way they can generate awareness and publicity in the Zimbabwean market. It also recommended that management of the two companies should ensure that financial resources are made available for the various marketing activities that may be proposed to prioritize marketing on resource allocation as it stands to be the backbone of success given the nature of their business and their stage of development.