Making university libraries in Kenya the destination for the user population

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Abstract

Purpose – The purpose of this paper is to explore the concept of marketing of information products and services in university libraries in Kenya.

Design/methodology/approach – The paper utilises literature surveys of currently published articles and the researcher's professional experience.

Findings – Marketing is a basic and essential management process for promoting information products and services in university libraries in Kenya, but it is not given the attention it deserves and/or is poorly coordinated. Marketing avails university libraries the unique opportunity to provide quality, and demand-based and user-oriented information products and services.

Research limitations/implications – The paper used mainly literature surveys of currently published articles and the researcher's professional experience.

Practical implications – The paper offers reasons, strategies or initiatives and recommendations on how to make university libraries the destination for the user population. In this respect, university libraries should be proactively involved in marketing of information products and services to the user population.

Social implications – University libraries in Kenya should involve themselves actively in marketing and promotion of information products and services to the information audience. This helps to create awareness among the user population leading to increased use of information products and services in the libraries.

Originality/value – The paper highlights various marketing initiatives of making university libraries in Kenya the destination for the user population. Also, the paper explores recent innovative strategies for marketing information products and services. Marketing helps university libraries to: market and promote information products and services, provide innovative products and services, understand the needs and demands of the information audience or user population, plan service provision, and provide efficient and effective information products and services.