

**MARKETING OF ARCHIVAL REFERENCE SERVICES AT BOTSWANA NATIONAL
ARCHIVES AND RECORDS SERVICES (BNARS)**

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ABSTRACT

This paper presents the findings of a Master's Dissertation titled 'the gaps model of service quality: marketing of archival reference services of Botswana national archives and records services' which was carried out to evaluate marketing of archival reference services at Botswana National Archives and Records Services (BNARS). A survey research method was used to exploit the objectives of the study. In order to enhance validity of the findings of the study, a triangulation data collection technique of questionnaires, interviews, observations, and documentary research methods were used to collect data. The study has revealed that BNARS personnel failed to distinguish between marketing and promotion, which resulted in ineffective promotional / communication strategies. Some suggestions have been made to overcome this problem, including the need for BNARS to take its officers to regional (ESARBICA) and international (ICA) professional seminars and conferences.

Keywords: Marketing, Information services, Promotion, Publicity.