

Quality Assurance and Marketing of Library Services and Products: The Case of Midlands State University

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Abstract

The chapter focused on quality assurance and marketing of library services and products at the Midlands State University (MSU). The chapter's main objective was to identify the quality assurance mechanisms at the MSU Library. The major findings of the research were; the MSU library was practising quality assurance, staff was trained on the latest trends in the profession, the collection was multidisciplinary and in different forms, and that there were Information Communication Technologies (ICTs) used in enhancing service provision. The researcher recommended that the library needed to continuously train librarians on issues to do with quality, improve the infrastructure, introduce Research Data Management to enhance the Research Support Services and improve on the Information Literacy Skills training programmes. The author identified some areas for further research and the major one was that there is need for clarification on the concept of the 4th Industrial Revolution.

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