



Marketing Strategies For Entrepreneurship Education Products And Services Of Federal Polytechnics In South West Nigeria

OGUNDELE, Michael Olarewaju (Ph.D) & GAMBO, Bwoi Maurice
 Department of Educational Foundations
 Faculty of Education
 University of Jos
michogun63@gmail.com.

Abstract

The study examined the marketing strategies for entrepreneurship products and services of federal polytechnics in south west Nigeria. A correlation research design was adopted for the study. Stratified random sampling technique was used to select 400 respondents from the marketing entrepreneurship, vocational technical and Science Laboratory Departments of the Federal Polytechnics in Ado-Ekiti, Ede, Ilaro and Yaba. Marketing strategies questionnaire (MSQ) and Entrepreneurial Products and Services Check List (EPSC) was used to collect relevant data. The two research instruments were validated by the experts in marketing and entrepreneurship education split-half reliability method was used to test for reliability index of MSQ which resulted to .66 after subjecting it to spearman ranking order statistics at .05 significance level. The result shows that the instrument is reliable for use. Two research questions and four research hypotheses were generated to guide the study. Descriptive statistics was used to answer all the research questions, while Pearson product moment correlation statistics was used to test all the research hypotheses at .05 significance level. The result of the analysis made, however shows that there are low significant impacts of marketing strategies on the entrepreneurial products and services of Federal Polytechnics in South-West Nigeria. It was however recommended that the polytechnics management should try to broadcast any innovation and discovery of products or services to the public so as to encourage changes and innovation in those products to the publics. That no student should be awarded any certificate or allowed to take part in the National Youth Service Corps unless, such individuals has acquired technical or vocational skills from the school. That academic curricular activities the Federal Polytechnics should be adequately restructured to pave ways for skills acquisition in different fields towards production of different products and services which could be effectively marketed to the public.

Keywords: Marketing Strategies, Entrepreneurship Education, Products, Services, Federal Polytechnics and South West Nigeria.

