Title of Article: Effective Management of Marketing Programmes for Sustainable Development of Small and Medium Enterprises in Nigeria

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Abstract: The study investigates how Nigerian Small and Medium Enterprises (SMEs) effectively managed marketing programs for their development and sustainability. Two hypotheses were formulated for the study. The study employed primary data, which is obtained through random sampling of 555 small scale entrepreneurs and 93 medium scale entrepreneurs. The data was analyzed using Pearson Product moment correlation coefficient and multiple regression analysis. The findings indicates a strong correlation between the use of marketing programmes and the development of SMEs in Nigeria and that effective management of marketing programmes aid sustainable development of Nigerian small and medium enterprises. The study recommends that SMEs should develop their marketing strategies along with their other development strategies at the early stage of the business as marketing programmes is found to have positive impact on the development of SME performance in Nigeria.