Title of Article: Strategic Marketing Processes: An Alternative Approach to Sustainable Agricultural and Rural Development Potentials in Nigeria

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Abstract: Despite the rhetorical acknowledgement of the importance of the agricultural and rural sector, most Nigeria governments (past and present) are not giving that sector the needed priority in their policies and budgets. Equally, the recognition of the need for a new development model by an increasing number of scholars has yet to produce adequate guidance for those Nigeria leaders, who are seeking to transform the rural areas. The purpose of this paper is to contribute to a strategy, which attempts to unlock the agricultural and rural development potentials of Nigeria by linking it in terms of strategic marketing processes with government inputs that are specifically directed towards promoting popular involvement. This involves a host of multi-sectoral activities, including the improvement of agriculture, the promotion of rural industries, the creation of the requisite infrastructure and social overheads, as well as the establishment of appropriate decentralized structures in order to allow mass participation. If this approach is properly adopted, it is anticipated that these actions would stabilize the sector, diversify the production base, improve export growth, reduce the food trade gap, all leading to a reversal in the negative trend in agricultural production and ensuring sustainable growth and development.

Key Words: Agriculture, Mass Participation, Rural Development, Rural Sector, Strategic Marketing