

Title of Article: Perception of Quality Practices in Nigerian University Marketing Programs: Marketing students' Perspective.

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Abstract: This study investigated the quality practices in a Nigerian Private university. The study examined the extent to which the identified dimensions of service quality were perceived by the marketing students. These dimensions include physical quality, interactive quality and corporative quality. Results implicated interactive quality as the most perceived dimension of the service quality and corporative quality as the least perceived dimension of the service quality. It was discovered that marketing students were willing to recommend the university mainly because of the perceived physical quality of the university. The research measures showed encouraging psychometric values. These findings were discussed and situated within the Nigerian university context and extant literature. Recommendations were made, and areas for further studies suggested.