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

Author(s): Adegbuyi O. A.

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Abstract: 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. The findings revealed that Nigerian agricultural sector did not show the impressive growth expected. The paper recommended adoption of strategic marketing processes. 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.