

**MARKETING CULTURE IN PUBLIC SCHOOLS IN THE  
LIMPOPO PROVINCE WITH REFERENCE TO  
BAHANANWA CIRCUIT**

By

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## ABSTRACT

This research study focused on determining what school marketing is all and it also aimed at helping school managers to create and maintain a marketing culture through effective management. Furthermore, the study also looked at strategies which school managers can use in order to market their schools.

In this study, interviews, observations and questionnaires were used to gather information from the school Principals and Departmental Heads in the Bahananwa Circuit in the Limpopo Province.

Findings of the study were gathered from the Principals and Departmental Heads from public schools selected randomly by the researcher.