

**Title of Article :** Internal Marketing Practices and Job Satisfaction: Evidence from a Nigerian University Setting.

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**Abstract:** The study investigated internal marketing practices and its relationship with job satisfaction in a Nigerian University environment. Results indicated internal marketing as having resultant effects on three major components; understanding of organizational vision and values, quality delivery of external marketing as well as quality delivery of interactive marketing. It was also established that there was strong and positive relationship between internal marketing and job satisfaction. It was recommended that the University should place more emphasis on internal marketing practices thereby enhancing the quality delivery of both interactive and external marketing of the University. Also, that University should promote extrinsic job satisfaction among its staff. Remark: The paper provides useful insight into how internal marketing could affect job satisfaction and organizational success