

HANIFER NALULE

212-035053-04893

THE EFFECT OF INTERNAL MARKETING ON THE PERFORMANCE

OF GREENHILL ACADEMY

KAMPALA

AUGUST 2015

ABSTRACT

The study was set out to investigate the effect of internal marketing on the performance of Greenhill Academy primary school Kibuli. Specifically, the study sought to analyze the effect of employee remuneration, employee involvement in decision making and employee career development on the performance of Greenhill Academy primary school. A regression research design was adopted to establish the relationship between internal marketing and performance in Greenhill Academy. By use of purposive sampling method, a sample of 108 respondents was selected from a study population of 150 persons. These included teachers, non-teaching staff, and Senior Management Team (SMT). Primary data was collected by use of closed ended questionnaires and face to face interviews. The collected data was analysed using Statistical Package for Social Scientists programme using the regression analysis index. The research findings revealed that there is a significant positive relationship between employee involvement in decision making and performance of Greenhill Academy primary school. The study further found out that employee career development can have a significant positive effect on the performance of Greenhill if combined with employee involvement in decision making. The study further found out that there was no significant positive relationship between employee remuneration and performance of Greenhill Academy primary school. The study consequently recommended that management should put keen interest in involving employees in the decision making process of the school at all levels and time as this may help the school administrators to get wider range of employees' views that are needed to enhance performance of the school. This must not be neglected because it makes workers feel ownership of the institution so eventually work tooth and nail to ensure improved performance of their institution. Management should further note that providing employees with career development programmes is relevant but can only have a significant improvement on performance if combined with involving employees in the decision making process. Management is advised not to use remuneration for intentions of improving performance because it's an excluded variable showing no significant positive relationship with improvement of the performance of GHA.

