

## ABSTRACT

**CHAPTER ONE:** This chapter focused on the background information, statement of the problem, research objectives both general and specific, research question both general and specific, scope, significance of the study and its limitation.

The study intended to assess the role of Information Communication Technology (ICT) in marketing, A Case of Vodacom Company Tanzania. It specifically investigated the role played by ICT in marketing in mobile phone companies as well as examined how effectively ICT in marketing is deployed by Vodacom Company in Tanzania.

Looking at the motivation above it becomes obvious that mobile phones company are still not able to practice to a high advantage, the use of ICT in marketing.

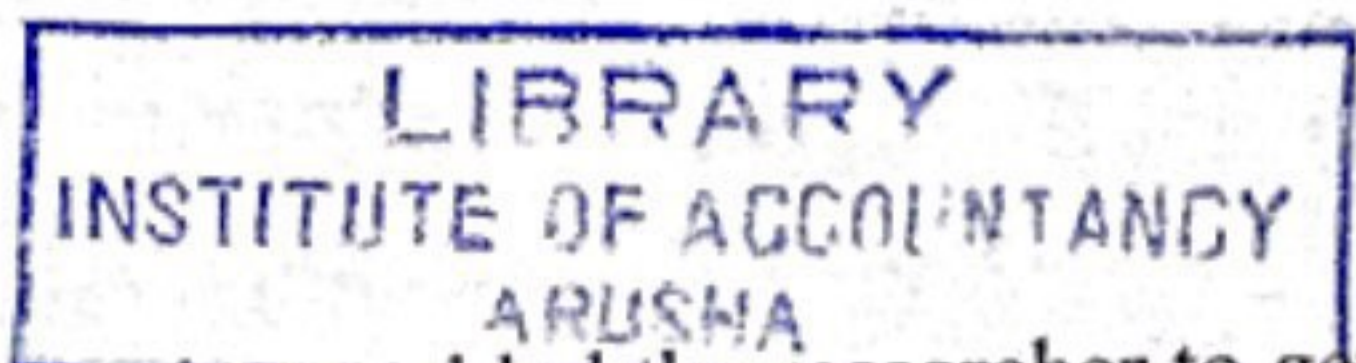
**CHAPTER TWO:** This chapter gives an overview of the literature and past research work related to the subject area while providing a setting for and connection to this current research. This gives background information required for the understanding of the entire work. The chapter focuses on the general understanding of ICT in marketing and how it is deployed in Mobile Phone companies.

**CHAPTER THREE:** The main research method for this thesis includes the use of questionnaires, that the researcher gathered primary empirical data (via email link) and interviews (via telephone). questionnaire and interview were designed by reviewing various research papers

**CHAPTER FOUR:** This chapter analyzed data and findings of the study. The analysis and findings were delivered from respondents who were approached and directly involved to facilitate the study. The study was conducted to explore the role of ICT marketing in mobile phone services in Tanzania, a case study of Vodacom Company.

**CHAPTER FIVE:** This chapter provided summary of the study, concluded as well as recommended above general findings of the study. It also provided suggestions for further study.

**CHAPTER SIX;** This chapter reflected issues concerned with the factors that enabled the researcher to get information about the study. Also it showed the problems that caused the researcher to find it hard to get the information that were required to fulfill the need of the study



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