The national socio-economic development can be consolidated by an efficient system of public services, whose major role is to bring benefits to the whole community. As marketing is considered a path towards an increased organizational efficiency and citizens’ satisfaction, there have been conducted various scientific demarches in order to emphasize the extent to which marketing is implemented within the public sector. Therefore, this paper approaches the same direction of research by revealing the results of a qualitative marketing study among public service providers in Romania, which are acting on both public and private market. The research tries to identify: (1) the perceived marketing usefulness in this field, (2) the marketing activities that are conducted in the analyzed organizations, (3) the influencing factors underlying the respondents’ decisions and (4) the importance of customers’ opinions. The employed method of collecting data was the semi-conducting in-depth interview and the organizations were selected by using the snowball sampling. The study indicates that marketing is considered important by most of the
respondents, but the financial and organizational obstacles along with the lack of vision lead to a discontinuous process of implementing specific measures and to a narrow array of marketing activities or tasks fulfilled by employees in the public services domain.