

MLIS 7240SPRING08
VALDOSTA STATE UNIVERSITY
MASTER OF LIBRARY & INFORMATION SCIENCE
Marketing Library Services
Syllabus
Three Credit Hours

Instructor

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Course Description: Prerequisite or Corequisite: MLIS 7200 or instructor consent. Marketing techniques and their applications in all types of libraries. Planning, research, goal-setting, relationship marketing, and marketing with technology are considered. Development of marketing plans and tools is included.

Course Objectives

At the conclusion of the course, the student will be able to:

1. Apply key marketing concepts to libraries and information centers.
2. Create a marketing plan for a library or information center.
3. Learn effective measurement approaches to marketing survey design.
4. Identify, design and apply accurate survey marketing methods.
5. Understand and apply the theoretical and practical concepts of non-profit marketing.
6. Examine previous marketing research related to information agencies and other pertinent organizations.
7. Accurately evaluate public relation activities and methods that reflect marketing research.
8. Design effective merchandising approaches to the information product that reflects market segmentation.

Course Assignments

Subscribe to marketing listservs
Participate in weekly discussions on the course discussion board
Marketing Literature Research and Sharing (3 articles)
Focus Library Assignments
Marketing Kit Review and Presentation
Marketing Plan and Presentation (Group or Individual Project)

Required Texts

Walters, Suzanne. *Library Marketing That Works!* NY: Neal-Schuman Publishers, 2004. ISBN 1555703712. This text will be referred to as LMTW in your assignments.

Weingand, Darlene. *Marketing/Planning Library and Information Services*. 2nd ed. Englewood, CO: Libraries Unlimited. 1999. This text will be referred to as MPLIS in your assignments.

Recommended Texts: We will not have any assignments from these texts but they are all extremely helpful. Also see the Neal-Schuman website for texts that are specifically for public library marketing.

Kotler, Philip. *Marketing for Nonprofit Organizations*, 2nd ed. Englewood Cliffs, NJ: Prentice-Hall, 1982. This book is the classic on marketing for non-profits.

Reed, Sally Gardener, Nawalinski, Beth & Peterson, Alex. *101+ Great Marketing and Fundraising Ideas for Libraries and Friends*. New York: Neal-Schuman, 2004.

Ross, Catherine and Dewdney, Patricia. *Communicating Professionally*. 2nd ed. NY: Neal-Schuman Publishers, 1998. This book is sort of a librarian's etiquette book with training materials that you can use for staff training. It is important to know some of these points when marketing your library. One spelling or grammatical error can cause you not to get a grant or gift.

Siess, Judith A. *The Visible Librarian: Asserting Your Value with Marketing and Advocacy*. Chicago: ALA, 2003.

Weingand, Darlene. *Customer Service Excellence: A Concise Guide for Librarians*. Chicago: ALA, 1997.

Weingand, Darlene. *Future-Driven Library Marketing*. Chicago, ALA, 1998.

Wolfe, Lisa. *Library Public Relations, Promotions, and Communications*. 2nd ed. NY: Neal-Schuman Publishers, 2005. This book has a lot of information about building your library's brand, planning, and evaluation.

Discussion Board Participation

An important element of this course is developing your awareness of the issues facing the profession today and the discussions that librarians are having about marketing their libraries. Some of the best sources of information on late-breaking developments in the profession are Internet discussion lists. Within a week of the first class session, subscribe to any marketing discussion list. Monitor the list for threads relating to the marketing concepts we are covering in class. Discuss any topics of interest each week from the marketing listserv that you have chosen on our course discussion board.

Here are instructions for subscribing to PRTalk News, the ALA marketing listserv.

To join the listserv, send the following message to: listproc@ala.org

Subscribe PRTalk (*Your First Name*) (*Your Last Name*)

When sending the email message, leave the "subject" line blank.

Attendance

This is a Web-delivered course, with no required face-to-face meetings and no required synchronous online times.

Grading

All assignments are due by Friday of the week that is indicated unless other arrangements have been made with the professor. The time does not matter. One percent per day will be assessed for assignments that are late. Everyone will be expected to participate in class discussions each week. One percent per week will be deducted from the final participation grade for failure to participate. For example, if you do not participate in discussions for weeks 3 and 7, two percent will be deducted from your participation grade.

90-100	A
80-90	B
70-80	C
60-70	D
50-60	F

Grades are based on a point system with point totals distributed as follows:

Discussion Points from Readings (original posts)	30 points
Marketing Literature Research and Sharing (3 articles)	10 points
Marketing Kit Review and Presentation	20 points
Marketing Plan and Presentation or Article	40 points

Incompletes are assigned only in rare cases. Requests for an incomplete may be subject to MLIS departmental review.

Academic Dishonesty

“Valdosta State University expects that graduate students will pursue their academic endeavors and conduct themselves in a professional and ethical manner. All work that a student presents to satisfy course requirements should represent his or her own efforts, including appropriate use and acknowledgement of external sources. Specific regulations related to student conduct and behavior is contained in the *Student Handbook*, *Student Code of Ethics*.

Special Needs Statement

Valdosta State University is an equal opportunity educational institution. It is not the intent of our institution to discriminate against any applicant for admission or any student or employee of the institution based on the sex, race, religion, color, national origin or handicap of the individual. It is the intent of the institution to comply with Title VI of the Civil Rights Act of 1964 and subsequent executive orders as well as the Title IX section 504 of the Rehabilitation Act of 1973. Students requiring classroom accommodations or modifications because of a documented disability should discuss this need with the professor at the

beginning of the semester. Students must register with the Special Services Program in Nevins Hall, Room 2164, 229-245-2498.

Deliverables in Detail:

Participation and Discussion Points from Readings: Class participation is important in this course. You must be prepared to participate each week on the course discussion board. Part of participation is completing all assigned reading or research before the start of class. Share your knowledge. You are responsible to join a marketing listserv within the first week of the term. The marketing listserv will allow us to track fast-breaking developments and to share interesting URLs. Your posts should show evidence that you have read the assigned readings.

Jot down a couple of questions as you read each reading assignment. These can be your own questions from the reading, alternative approaches you would suggest, or things you would like to discuss with the class. Two or more questions or thoughts are required for each reading assignment. Share these questions or thoughts on the discussion board each week.

Marketing Literature Research and Sharing: In order to become more involved with the literature and issues of marketing in the library environment, you will read **three** articles on current marketing issues. Submit approximately a one-page summary of the article to the discussion board. The due dates can be found on the attached class schedule. The selected articles must be at least three pages of text. Choose articles on any topic related to marketing in libraries or general marketing concepts that can be applied to the library field. Sources include general LIS periodicals (*Library Journal*, *American Libraries*, etc.), marketing periodicals (*Journal of Marketing Management*, *Journal of Marketing*, *Journal of Marketing Research*, etc.), library sector periodicals (*C&RL*, *Legal Information Alert*, etc.), academic journals (*Library Trends*, *Legal Reference Service Quarterly*, *Journal of Academic Librarianship*, etc.) Articles may be found on the Internet but must be the equivalent of three printed pages of text and must be from professional journals or professional organization websites. *All articles must be published within the last five years.*

Marketing Kit Review and Presentation “Marketing kits” can be found on the Internet. There are kits for special types of libraries (Marketing the Medical Library), guides by various library agencies (the State Library of Ohio is one example, or see <http://www.nlc.state.ne.us/libdev/mini-courses/outreach/sell.html>) and informal guides and bibliographies prepared by individual librarians. Locate and select one of these sources. Review it in detail and compare its approaches to the marketing concepts we are learning in class. You should make your selection by the date posted on the schedule and provide me with the title, then continue to work on your review during the term. Each person should review a different source, in order to create a good list of resources for the entire class. Prepare a brief critique of the marketing kit. The critique should be approximately two pages. Dates for the critique are on the schedule.

Marketing Plan and Presentation: Create a marketing action plan. You may base your plan either on a fictional or actual library. Selecting an actual library may require visits and interviews with professionals, but will be easier to write. Selecting a fictional library will allow you to be more creative, but will take more time to write since you will have to develop everything from scratch. You can use the marketing plans in your text as a guide. This assignment may be completed on your own, or as a group. Include important elements such as a description of your product or service, a scan of your customers, a justification, a method for reaching your customers, a proposed budget, timeline, and evaluation methods. You should submit your plan in electronic format to the discussion board.

Article: Write an article about library marketing for a professional library journal of your choice. You must submit your outline to me by the fourth week of class. Make sure to consult the author guidelines for the title to which you will be submitting the article. These are generally available online. You may collaborate with others in the class or with other library professionals on either the marketing plan or the article.

Course Schedule: The course schedule is listed below. Please get a calendar the first week and write down your assignments for each week. Week 1 will begin on January 14th. This should give everyone time to get your textbooks and to subscribe to the listserv. Boldface entries indicate assignment due dates.

MLIS 7240 Marketing Library Services Schedule

Class	Topic
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Readings and Assignments Due

Week 1 Introduction to Course/Review of Syllabus
Discussion of Expectations
Group Formation
Determine Focus Library type
Determine Marketing Kit Review Source

Week 2 What is Marketing?
MPLIS- Chapter 1
Listserv Discussion: Adapt Scenario 1 (page 18) for your actual or mythical library. Discuss one likely result that is listed for your library.

Week 3 Forming a Marketing Team
MPLIS- Chapter 2
Listserv Discussion: Adapt the scenario (page 30) for your actual or mythical library. Discuss how you would advise the director to proceed with forming a planning team.

Issues Research Article #1 Due

Week 4 Mission Statement
LMTW—Chapter 1
Complete the exercises and discuss on the discussion board.
MPLIS- Chapter 3
Discuss the questions in the scenario on page 56 for your actual or mythical library.

Week 5 Strategic Planning and Environmental Scan
LMTW—Chapter 2
Complete the exercises and discuss on the discussion board. Use the Summary points on page 29 as a checklist to make sure that you have completed the SWOT analysis for your actual or mythical library.
MPLIS- Chapter 5

Week 6 The Elements of Marketing
LMTW—Chapter 3
Complete the exercises and discuss on the discussion board.

Week 7 Marketing Planning
LMTW—Ch 4
Complete the exercises and discuss on the discussion board.
Issues Research Article #2 Due

Week 8 Practical Applications

LMTW- Chapter 5

Start the exercises and discuss on the discussion board. You will have through Week 9 to complete this chapter.

Week 9

LMTW- Chapter 5 Discussions continued.

Issues Research Article #3 Due

Week 10 Spring Vacation

Week 11 Relationship Marketing

LMTW- Chapter 6

Complete the exercises for your actual or mythical library and discuss.

Marketing Kit Presentations Due

Week 12 Using Technology

LMTW—Chapter 7

Complete the exercises for your actual or mythical library and discuss.

Week 13 Evaluation and Measurement

MPLIS- Chapter 10

Week 14 Present Success-And Designing a Preferred Future

MPLIS-Chapter 11 Discuss this chapter in light of the marketing plan for your library.

Marketing Plan Presentations or Articles Due

Submit either your article or your marketing plan presentation to the discussion board either as a Word or PowerPoint document .

Conclusions and Wrap-Up

Remember to complete your course evaluations and reflection papers.

Helpful Websites:

ACRL Marketing website

<http://www.ala.org/ala/acrl/acrlissues/marketingyourlib/marketingyour.cfm>

@your library campaign

<http://www.librarysupportstaff.com/marketinglibs.html>

MLS Marketing Library services

<http://www.infoday.com/MLS/default.shtml>

Gale Market your Library

http://gale.cengage.com/free_resources/marketing/index.htm

Marketing Corporate Libraries

<http://www.insitepro.com/donald3.htm>

Marketing Public Libraries

<http://www.oll.org/marketing/instructions.htm>

Library Marketing Blog <http://librarymarketing.blogspot.com/>

ALA marketing public libraries

<http://www.pla.org/ala/pla/committeework/marketingpublic.cfm>

Elsevier marketing for libraries

http://www.elsevier.com/framework_librarians/LibraryConnect/LCPo8/LCPo8.pdf

The “m” word blog <http://themwordblog.blogspot.com/>