

VALDOSTA STATE UNIVERSITY
MASTER OF LIBRARY AND INFORMATION SCIENCE
MLIS 7240
Marketing Library Services
Spring Semester 2010

Instructor:

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Course Description:

Prerequisite or Co-requisite: MLIS 7200 or consent of the instructor. 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 this course, the student will have the knowledge to:

- Apply key marketing concepts to libraries and information centers
- Form a marketing plan for a library or information center
- Identify effective measurement approaches to market surveys
- Understand theoretical and practical concepts for non-profit marketing
- Identify public relations activities that impact marketing research
- Create an effective merchandising approach for information products that reflects knowledge of market segmentation

Required Text:

Walters, Susan *Library Marketing That Works!* NY: Neal-Schuman Publishers, 2004.
ISBN 155703712.

Recommended Supplemental Texts:

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

Weingand, Darlene. *Marketing/Planning Library and Information Services.* 2nd ed. Englewood,
CO: Libraries Unlimited. 1999.

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

Attendance:

This is a web-based course with no required face-to-face meetings. Synchronous online chat sessions may be scheduled in consultation with students.

Assignments:

Text assignments and Discussion Board Participation: Students will be required to read the assigned text materials and respond to posted questions related to the readings. A schedule of the reading assignments will be posted in the *Assignments Folder*.

Article Reviews: During the semester you will find six (6) current articles in professional journals related to marketing library services. You will write a brief review of each article and discuss its relevance to topics covered in the textbook. *Full details of this assignment will be found in the assignment folder.*

Course Project: You will choose a library and arrange an interview with the director or the person responsible for marketing the library’s programs and services. Using the techniques and concepts learned in this course, you will create a marketing plan for one (1) program or service for this library. Example: You may create a market strategy for the Children’s Library’s Preschool Story Hour. Your project plans must be submitted to the instructor for approval before you begin.

Discussion Board: In addition to the Text assignments, other posts involving interacting with the instructor and classmates will be announced.

Final Exam: The final exam will be 2-3 short essay questions. The exam will be released on Monday, April 19 and due on Monday, April 27.

REQUIREMENTS:

Weekly Readings/ Discussion Board	30%	Course Project	20%
Articles	30%	Final Exam	20%

General Grading Scale:

- A** Excellent work seen at the graduate level
- B** Satisfactory work—better than average work at the graduate level
- C** Honest attempt—needs moderate to major revisions to be satisfactory
- D** Perfunctory or missing work

Note: *Assignments submitted one week or less past the due date will be dropped one letter grade. Assignments submitted more than one week after the due date will be declined.*

Final Grading Scale:

- A** Always satisfactory, often excellent
- B** Mostly satisfactory, occasionally excellent
- C** Sometimes satisfactory, often perfunctory, late or missing
- D** Rarely satisfactory, often late or missing
- F** Lacking even an attempt to learn or do, dishonesty, plagiarism

Technical Requirements:

All assignments must be submitted using computer programs that are compatible with VSU supported products. *MS Word 2007* is the preferred format for document processing, please save your documents in Rich Text Format (rft).

Please follow the instructions in your assignments regarding:

- Pasting your response into a message box
- Using a file attachment
- Replying to a message or creating a new message

When your assignment requires posting into a BlazeVIEW message box, compose your work in your word processor, then copy and paste it into BlazeVIEW. This prevents the loss of your work if your session 'times-out.' Remember to use SpellCheck, and be sure your work is grammatically correct.

Distance Learning Support: Odum Library Website:

<http://www.valdosta.edu/library/services/distanceseducation.shtml>

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 are 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 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 not registered with the Special Services Program should contact Special Services in Nevins Hall, Room 2164. Phone: 229-245-2498.