

**VALDOSTA STATE UNIVERSITY**  
**MASTER OF LIBRARY& INFORMATION SCIENCE**  
**MLIS 7240 Marketing Library Services**  
**Syllabus--Spring Semester 2006**  
Three Credit Hours

**Instructor**

Ravonne Green, Ph. D.  
1500 N. Patterson Street  
Valdosta, GA 31698-0133

Phone: 770-297-8205  
FAX: 229/259-5055  
E-mail: [ravgreen@valdosta.edu](mailto:ravgreen@valdosta.edu)

**Co-Instructor**

Jewel Eller, MLIS, MBA  
E-mail: [jeller@negeorgialibraries.org](mailto:jeller@negeorgialibraries.org)

**Course Description: Prerequisite or Co requisite: 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 both related and unrelated to information agencies.
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 key discussion lists as indicated for each week.  
Participate in weekly discussions on the course listserv.  
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*. 2<sup>nd</sup> 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.

Association of College & Research Libraries. *Marketing and Public Relations Practices in College Libraries*. (Compiled by Anita Rothwell Lindsay). Chicago: ACRL: College Libraries Section, 2004. This is the only marketing book that deals specifically with academic library marketing.

Crowther, Janet & Trott, Barry. *Partnership with Purpose: A Guide to Strategic Partnership Development for Libraries and Other Organizations*. Westport, CN: Libraries Unlimited, 2004.

Fisher, Patricia & Pride, Marseille. *Blueprint for your Library marketing Plan: A Guide to Help you Survive and Thrive*. Chicago: ALA, 2006. This book contains a lots of valuable worksheets and templates for data collection along with lists of excellent websites and other marketing resources.

Kotler, Philip. *Marketing for Nonprofit Organizations*, 2<sup>nd</sup> ed. Englewood Cliffs, NJ: Prentice-Hall, 1982. 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*. 2<sup>nd</sup> ed. NY: Neal-Schuman Publishers, 1998. This book is a librarian's etiquette book with staff training materials. It is important to know these points when marketing our libraries. One simple social phobia can cost you!

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*. 2<sup>nd</sup> ed. NY: Neal-Schuman Publishers, 2005. This book has a lot of information about building your library's brand, planning, and evaluation.

Woodward, Jeannette. *Creating the Customer-Driven Library: Building on the Bookstore Model*. Chicago: ALA, 2005. This book focuses on library marketing using the bookstore model with such topics as ambiance, display, customer service, signage, publicity and a change in focus from money to resources.

## **Marketing Websites:**

American Library Association “@ your library” campaign:

<http://www.ala.org/alas/pio/campaign/campaignamericas.htm>

This source contains news, tools, and marketing resources.

Chris Olson’s Marketing Treasures:

<http://www.chrisolson’s.com/whatwedo/marketingtreasures/mtresources.html>

This monthly newsletter gives promotional ideas, marketing insights, and resources.

P. Fisher and Associates:

<http://www.pfisherassociates.com/whatwedo/marketing.html>

Marketing tips and highlights of marketing workshops.

3M: <http://cms.3m.com/cms/US/en/2-115/czrRzFZ/view.html>

This site contains promotional and strategic planning materials for academic and research librarians.

Thompson Gale Publishing, Market Your Library:

[http://www.gale.com/free\\_resources/marketing/index.htm](http://www.gale.com/free_resources/marketing/index.htm)

This site contains guidelines and templates for promoting public and specialized libraries.

## **Listserv 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 listserv.

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

To join the listserv, send the following message to: [listproc@ala.org](mailto: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 Sunday night of the week that is indicated unless other arrangements have been made with the professor. 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:

Participation (course listserv)	25 points
Discussion Points from Readings	5 points
Marketing Literature Research and Sharing (3 articles)	10 points
Focus Library Assignments	20 points
Marketing Kit Review and Presentation	20 points
Marketing Plan and Presentation	20 points

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

## Technical Requirements

All Independent Searches and Projects must be submitted using a program compatible with VSU supported products. MS Word is the preferred document format.

To view assigned online tutorials, you will need the Adobe Acrobat Reader, the Flash viewer, and the PowerPoint Viewer (if you have PowerPoint, you have the Viewer already). Free download URLs will be listed in your course notes.

The university's Information Technology department provides step-by-step guides on how to use VSU's email and other sources. The IT Help Desk is at <http://www.valdosta.edu/helpdesk/guides/> and their phone hot line is 220-245-4357.

### **Distance Learning Support**

A VSU reference librarian, Ms. Shiloh Smith, is responsible for coordinating library services for off-campus VSU students. She may be reached by email at [shismith@valdosta.edu](mailto:shismith@valdosta.edu) or by phone at 229-245-3717. An online guide for distance education students is on the Odum Library Web site at <http://books.valdosta.edu/dist/dmain.html>. A brochure for off-campus students provides valuable links to the reference desk and to the library's rather new reference chat service.

### **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:* Class participation is important in this course. You must be prepared to participate each week on the course discussion list. Part of participation is completing all assigned reading or research before the start of class. Share your knowledge. You are responsible to join the course listserv and 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.

*Discussion Points from Readings:* As a further preparation for the in-class discussions, for each reading assignment please jot down a couple of questions that come to your mind. 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 course listserv each week.

*Marketing Literature Research and Sharing:* In order to become more involved with the literature and issues of marketing in the library environment, **three** articles will be required on current marketing issues. Submit approximately a

one-page summary of the article to the course listserv. 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 the 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 credible, reliable sources. *All articles must be published within the last five years.*

*Focus Library Assignments:* During the term, you will work either individually or with a small group of classmates on a project related to one library. If you decide to be part of a group, you will be responsible for forming groups by placing a request for a certain type of library group on the listserv. For example, you might say, "I am interested in forming a group to market a public library in a small rural area. Let me know if you are interested in joining my group." In your initial assignment, you will highlight the facility, staff, programs, and services based on a visit to the library. As we go through the term, you will have additional assignments that focus on your selected library. You may make additional visits, either as a group or on your own, or you may continue to communicate with a librarian through email or telephone to acquire additional information as needed.

*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, and a method for reaching your customers, a proposed budget, timeline, and evaluation

methods. You should submit your plan in electronic format to the listserv. If there is sufficient interest in meeting as a group to present the marketing plans, I will reserve a room in Macon.

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 16<sup>th</sup>. 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

<b>Class</b>	<b>Topic</b>
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### **Readings and Assignments Due**

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

Week 2 What is Marketing?

MPLIS- Chapter 1

Marketing Listserv Discussion: Discuss thread from your marketing listserv on the course listserv beginning this week and each week throughout the course.

Adapt Scenario 1 (page 18) for your actual or mythical library. Discuss one likely result from the list on page 18 for your library on the course listserv.

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. Think of individuals outside the library. The following book is a good resource:

Crowther, Janet & Trott, Barry. *Partnership with Purpose: A Guide to Strategic Partnership Development for Libraries and Other Organizations*. Westport, CN: Libraries Unlimited, 2004.

### **Issues Research Article #1 Due**

Week 4 Mission Statement

LMTW—Chapter 1

Complete the exercises and discuss on the listserv.

MPLIS- Chapter 3

Discuss the questions in the scenario on page 56 for your actual or mythical library. The following book has some excellent material on building your library's brand and the library mission statement:

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

Week 5 Strategic Planning and Environmental Scan

LMTW—Chapter 2

Complete the exercises and discuss on the listserv. 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

The following books have valuable information on strategic planning:

Association of College & Research Libraries. *Marketing and Public Relations Practices in College Libraries*. CLIP Note #34. (Compiled by Anita Rothwell Lindsay). Chicago: ACRL: College Libraries Section, 2004.

Fisher, Patricia & Pride, Marseille. *Blueprint for your Library marketing Plan: A Guide to Help you Survive and Thrive*. Chicago: ALA, 2006.

Matthews, Joseph. *Strategic Planning and Management for Library Managers*. Westport, CN: Libraries Unlimited, 2005.

Week 6                    The Elements of Marketing

LMTW—Chapter 3

Complete the exercises and discuss on the listserv.

Week 7                    Marketing Planning

LMTW—Ch 4

Complete the exercises and discuss on the listserv.

**Issues Research Article #2 Due**

Week 8                    Practical Applications

LMTW- Chapter 5

Start the exercises and discuss on the listserv. 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 (The Fisher book has some excellent material on evaluation.)

Make sure to include an evaluation or assessment plan with your marketing kit.

**Marketing Kit Presentations Due**

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**

Conclusions and Wrap-Up

Remember to complete your course evaluations and to email them to Mrs. Kari Yeatman at [kyeatman@valdosta.edu](mailto:kyeatman@valdosta.edu)