Syllabus

MARKETING LIBRARY AND INFORMATION SERVICES TO COMMUNITIES
SCHOOL OF LIBRARY AND INFORMATION SCIENCE
UNIVERSITY OF KENTUCKY

INSTRUCTOR: Dana Braccia, Adjunct Professor
PHONE: 480.710.8909
EMAIL: dana.braccia@uky.edu
OFFICE HOURS: Skype or phone office hours will be held by appointment only.

Syllabus may be subject to change.
Students will be notified by the instructor of any changes in course requirements or policies.
Preferred form of communication is via email. Instructor will generally respond to inquiries within 24 hours or less.

CLASS MEETING SCHEDULE
This is an online course, but asynchronous class discussion via Blackboard is required. New materials and class content will generally be available on Monday afternoons with discussions to take place during the following weeks.

COURSE REQUIREMENTS
You will need access to an appropriate computer with a broadband Internet connection. Further details of the technical requirements for this course may be found in the “Course Information” tab in Blackboard.

TECHNICAL INFORMATION
The Blackboard course management system will be used to facilitate the class. For login requirements visit: http://www.uky.edu/Blackboard/

Please note, I am unable to assist with technical and Blackboard issues. If you have a problem with Blackboard, contact the Help Desk at 859 218-4357 (218-HELP).

If you have other technical issues, contact the Distance Learning Office: http://www.uky.edu/DistanceLearning/

COURSE DESCRIPTION
Marketing has become an essential component of library operations. Marketing is the process of communicating with customers and potential patrons to determine needs, to design services to meet them, to inform the community about services, and to evaluate services so that they can be improved. Marketing in this highly competitive information environment is vital. Libraries compete for dollars with other academic, corporate, cultural, educational and municipal services, as well as with other information providers. For libraries to continue to hold a valued place in communities, they need to be skilled at understanding needs and targeting services to meet those needs.
This course will look at the marketing cycle as it may be applied to a variety of library environments. It will look at the relationship of marketing to program planning, branding, library products, web content, public relations, focusing on customers and customer relations, promoting services, and evaluating them. It will look at both physical and virtual space as they promote the image of libraries and provide places for service delivery.

The course will be highly interactive. Lectures will be posted using PowerPoint with voiceover; interactive discussion forums will focus on lecture material, readings in both the marketing and library literature, examination of promotional materials, both printed and online and other resources. Access to a computer with a sound card and speakers is necessary to listen to the lectures and a high speed Internet connection is preferred as well.

**COURSE OBJECTIVES: UPON COMPLETION OF THIS COURSE, STUDENTS WILL**
- Be familiar with basic marketing concepts and terminology
- Be able to promote and design services and products that will engage both those who use libraries and those who don’t in communities of all types
- Be aware of various ways of gathering information about diverse customer needs and analyzing the data to improve services

**TEXTBOOKS AND RECOMMENDED READINGS**
The textbook for this class is:


This book is available from Amazon.com or your favorite supplier. There will be many other readings assigned as the course progresses. They will be noted on the class schedule. Most of these will be available through Blackboard. Some assignments require students to locate appropriate readings on their own and report on them. In addition, students will be expected to find, monitor and comment on blogs about marketing.

**GRADING POLICY**
An A will signify that all work has been completed well and a substantial amount of the work has been completed excellently. In order to receive a grade of B for the class, students will have to have completed all assignments for the class reflecting a good grasp of the topic. In addition, to receive an A or B, students must be engaged actively in discussions throughout the semester and demonstrate familiarity with the lecture material and readings. C or lower will be given if some assignments are not completed, if a significant number of assignments are not completed acceptably or if students fail to participate in class discussions and engage with the course materials.

Each assignment will be graded, and each assignment will be given a percentage weight for the semester grade. Assignments will be given the following grades:

- A (90-100)
- B (80-89)
- C (70-79)
- D (60-69)
- E (59 or below)
University grades do not include + or -. Final grades will be computed on the work of the semester plus participation in class discussions. Students will receive a grade of A, B, C, D, or E for the semester unless we have negotiated an Incomplete.

Each assignment is due on the date specified (with 11:59pm being the end of the day). A student may negotiate a revised due date if necessary, but this must be done in advance. **Unexcused late assignments will be accepted only at the discretion of the instructor and will receive a 3 point deduction each day assignment is late.**

A significant portion of the semester grade is dependent on active participation and engagement in the substance of the class including the discussion topics. There will be ongoing discussions throughout the semester. Students will be expected to read the postings in the discussion forum and to contribute their ideas and opinions on a continuing basis. Participation points will be given on the basis of the percentage of postings read and the number and quality of postings. A substantive posting is one that contributes new information, new ideas, or new perspectives or one that moves the conversation along or into new areas. On average students will be expected to contribute two or three substantive postings per week, as well as engage in discussions of other student posts.

**ASSIGNMENT POLICIES**

- Completed assignments will be submitted via Blackboard unless otherwise specified. Some completed assignments will be shared with other students. Assignments will normally be commented on and graded and returned to students via the dropbox. Assignments will be expected to be submitted on or before the dates specified. The instructor will be willing to negotiate alternative dates as needed but only if such negotiation takes place prior to the due date. Late assignments that have not been negotiated beforehand will be accepted at the discretion of the instructor.
- Assignments are expected to be professional in appearance; that is, they are neat, grammatically correct, with no spelling or typographical errors. Citations should follow the Chicago Manual of Style or APA.
- One assignment will entail working in groups. Online group projects are challenging, but are a common and vital professional practice. Students will be expected to manage the process so that all group members are included in decisions, all share responsibility for the product, and all participants are treated with respect.
- All assignments are expected to reflect a knowledge of the course materials covered up to the due date of the assignment including textbook and other readings, lectures, and discussions.
- Unless otherwise indicated, assignments must be submitted electronically as a Word (or comparable) document. Microsoft Office products are available free for students: [HTTPS://IWEB.UKY.EDU/MSDOWNLOAD/](https://IWEB.UKY.EDU/MSDOWNLOAD/)
- Full names and course information must be included on the first page of all assignments. Please include your last name and page numbers on all subsequent pages.
- The use of proper English is expected at all times. If you need additional assistance with writing skills, please contact the UK Writing Center: [HTTP://WWW.UKY.EDU/AS/ENGLISH/WC/](http://WWW.UKY.EDU/AS/ENGLISH/WC/)

**OTHER COURSE POLICIES**

- Academic Policies: Students are expected to abide by the University of Kentucky policies: [http://www.uky.edu/CommInfoStudies/SLIS/academics/policies.pdf](http://www.uky.edu/CommInfoStudies/SLIS/academics/policies.pdf)
COURSE REQUIREMENTS & ASSIGNMENTS

The effectiveness of this course will depend on the development of an active and engaged learning community in the online environment. It will require that students keep up with the content, readings, and assignments, and that they be active participants in the discussions related to the class. In addition to compliance with the code of integrity cited elsewhere, the instructor will expect that all assignments are completed on time, meet the specifications for that assignment, reflect knowledge and understanding of course materials, and are professional in appearance and grammatically correct. Assignments are described in detail below but include:

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<thead>
<tr>
<th>ASSIGNMENT</th>
<th>POINTS</th>
<th>DUE DATE</th>
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<tbody>
<tr>
<td>Online Participation (Includes Hosting Peer Discussion)</td>
<td>25</td>
<td>Ongoing</td>
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<tr>
<td>Evaluation Exercise - Library/Retail</td>
<td>10</td>
<td>9/13/14</td>
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<tr>
<td>Marketing Plan Part 1 (Intro)</td>
<td>20</td>
<td>10/4/14</td>
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<tr>
<td>Review Paper</td>
<td>5</td>
<td>10/11/14</td>
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<tr>
<td>Evaluation Exercise – Online/Social Media</td>
<td>10</td>
<td>11/15/14</td>
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<tr>
<td>Marketing Plan Part 2</td>
<td>25</td>
<td>12/1/14</td>
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<tr>
<td>Marketing Plan Peer Feedback</td>
<td>5</td>
<td>12/8/14</td>
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<tr>
<td><strong>Total Possible Points</strong></td>
<td><strong>100</strong></td>
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A: 90–100  B: 80-89  C: 70-79  D: 60-69  E: 59 or below
Assignment Details

A significant portion of the semester grade is dependent on timely and active participation and engagement in the substance of the class including the discussion topics. There will be ongoing discussions throughout the semester. Students are required to keep up each week with the content, readings, and assignments, and be dynamic participants in the discussions related to the class. New materials will be available on Monday evenings with discussions to take place during the following weeks. Students are expected to view the lecture, readings, and course materials presented each week unless prior arrangements have been made. In addition, students are expected to contribute one online substantive post per week and contribute 1-2 times per week in discussions of other student posts. A substantive posting is one that contributes new information, new ideas, or new perspectives or one that moves the conversation along or into new areas.

Hosting Peer Discussion: Sometime during the semester, you will be sharing one of your papers in the discussion area and facilitating the discussion with your peers. You will also be reading and commenting on other student papers on a regular basis.

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Evaluation Exercise - Library/Retail

You are a mystery shopper on a mission – check out what's happening in the marketplace right now. Visit a major retail chain store and a local library to informally assess the following areas. Include your findings on:

- Arrival experience /Impression of building – what you saw, noticed etc. as you approached and entered the building. What kind of merchandise caught your eye, what were you drawn to etc. Also look at things like upkeep, cleanliness of restrooms, etc.

- Merchandising – how were products presented? What were you drawn to and why? Staff expertise/attitudes - Ask questions about materials or programs- evaluate the service you receive, their knowledge of a topic, willingness to help etc.

- Customer engagement - in the library – how easy is it to get a card? Are there lots of rules and restrictions? Can anyone get online access/card? What about checking out – do they offer self-checkout machines? At the store – do they have any special membership programs to encourage you to be a frequent buyer? How easy was it to make a purchase (central cash register, enough staff around etc.)

- Overall feelings about the experience – were you impressed with the store and library, would you return, did you see programs that would interest you etc. Would you return to these places or recommend them to your friends?
Evaluation Exercise - Online/Social Media
Review, critique and compare two library websites/Facebook efforts for their use of marketing concepts. How are marketing concepts being used? How does marketing seem to be absent? How might these libraries improve their online/social media efforts by using marketing techniques? Remember that this isn’t an assignment based on their use of technologies but about how they are or are not using marketing concepts to discover and address customer needs.

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Read two substantial/scholarly journal articles: one with a general marketing theme (non-library) and one focusing on marketing in a library environment and write a paper that compares and contrasts the two approaches to marketing. As a general rule, you should use about 1/3 of the paper to discuss the main points of the articles and the remainder to discuss the difference in approaches and the relevance to libraries. There is not an absolute requirement that articles come from research based journals, but they must be substantive articles. Please include a pdf or hyperlink to the articles along with your paper. Your paper should be six to seven pages, double-spaced, with 1 inch margins and a font like Times New Roman 12.

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The creation of a Marketing Plan may be an individual or group assignment based on class size and student interest. We will talk about this assignment in much more detail during the first weeks of the class. The actual presentation of your marketing plan can take many forms. You should be able to find examples of marketing plans in various places (e.g., books, Web). An example of a non-profit marketing plan can be found at: [http://www.mplans.com/sample_marketing_plans/](http://www.mplans.com/sample_marketing_plans/). Whatever model you follow, include all the factors mentioned below.

In addition to creating your own Marketing Plan, you will also be providing peer feedback for other plans developed in class. I am happy to work with each group if you run into difficulties or have questions. The plan should include the following pieces at a minimum:

**Marketing Plan Key Elements**

**PART 1 (Intro):**
- Give brief description of your community and library
- Situational analysis:
  - SWOT analysis (strengths, weaknesses, opportunities, and threats)
  - Competitive analysis (external factors competing for similar customers, resources, funding etc.)
PART 2
Product Development:

- Develop a new program or service for your designated library
- Define your target market for this new program or service and indicate how/why you selected this market. Indicate if there is additional data you need to collect about this target market and how you would plan on obtaining this.
- Indicate the reasons you developed this new initiative
- Indicate what your goals are for this new initiative.
- Indicate who you think the "stakeholders" are within your library community who will need to understand and support this new initiative (i.e. possibly your Director, colleagues, elected officials etc.) and explain how you plan to bring them on board in supporting this new product or service.

Branding:

Develop and define a brand for your program or service that conveys the overall image you want your program or service to have.

- Develop a logo and tagline that can carry the image of the brand.
- Develop a 100 word “elevator speech” that has key talking points about the project.
- Include explanations on:
  - How the brand will be introduced and fostered within the community.
  - The strengths and benefits of the brand.
  - Your reasoning behind the brand development plus any support information you used
  - The type of branding your “parallel organizations” are using.

Promotion

- Develop a promotional strategy to launch this new program, product or service
  - Indicate what goals you want to achieve with this promotional strategy.
  - Discuss what promotional efforts will be necessary to reach your target markets
    - Develop a sample media release
    - Develop a print flyer (including your logo)
    - Develop an online/social networking plan (i.e. a mock webpage or mock twitter plan).
  - Develop a timeline for what milestones need to be reached and when
  - Discuss how your promotional strategy will reach both new and existing customers in your target market.
  - Indicate how this new program or service will relate to your brand and how the brand will help in marketing this new initiative.

Budget/Evaluation

- Develop a mock budget that highlights the expenses, staff time, resources etc. that will be needed to implement, promote, and evaluate your new initiative.
- Develop an evaluation plan with measurable goals to track the results of your new initiative.