

INF507 Marketing of Library and Information Agencies

Session 3, 2017 Faculty of Arts and Education
Wagga Wagga Campus Online Mode

School of Information Studies

Subject overview

Students are provided with the fundamentals of marketing which will enable them to apply successful marketing strategies in their workplace. Marketing principles are covered, along with their application to the library and information environment. Students learn to identify and develop strategic marketing initiatives which will enable them to build branding and promotional strategies.

Learning objectives

On successful completion of this subject, you should:

- demonstrate an understanding of marketing and its application in the library and information environment;
- demonstrate an understanding of the different users of library and information agencies;
- have knowledge of the different market segments which can be applied to library and information agencies;
- demonstrate an understanding of strategic marketing planning;
- demonstrate an understanding of branding strategies; and
- demonstrate an understanding of promotional strategies for products and services in the library and information environment

Subject Content

This subject covers the following topics:

- Marketing and the management focus
- The marketing process
- Market segmentation
- Marketing mix
- Effective techniques for promoting services and resources

Learning, teaching and support strategies

A range of strategies will be used in order to ensure that you develop deep understanding of this subject. It will include regular synchronous online meetings and discussion forums will be used for asynchronous communication.

Note. Attendance to all of these meetings will be optional but it is highly encouraged to attend all of them.

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Discussion Forums

Discussion forums are used for asynchronous discussion and their usage may vary from subject to subject and from module to module. In these spaces you can interact with others in the class by asking questions, responding to questions, stating your point of view on matters relevant to the subject matter, drawing attention to interesting material you have discovered and so on. Use this area not only to obtain information that will aid you with your own study but to input ideas/thoughts to help others.

When using these tools:

- Please use proper written English and avoid the use of acronyms and abbreviations where possible
- Please observe copyright and plagiarism guidelines and reference all quotes (other referencing is not required)
- Please feel free to express your thoughts and reflections, but please keep criticism constructive and objective (i.e. no personal attacks) and language appropriate

If you have a private message for your subject coordinator (e.g., requesting an extension) please do NOT use these public forums for it. Instead send an email to the subject coordinator directly.

Prescribed text(s)

There is no prescribed text for this subject.

Required reading / resources

In studying this subject you are to read the links and readings supplied via your subject site as well as the resources as indicated. The readings and resources have been included to supplement the study material and to further enhance your understanding and learning in this subject

Recommended reading / resources

The resources below are an excellent starting place. Other recommended readings and resources are included in your online study guide.

- Barber, P., & Wallace, L. (2010). *Building a buzz: Libraries & word-of-mouth marketing*. Chicago: American Library Association. (CSU Library eBook)
- de Saez, E. (2002). *Marketing concepts for libraries and information services* (2nd ed.). London: Facet.
- Koontz, C., & Mon, L. (2014). *Marketing and social media: A guide for libraries, archives, and museums*. Maryland, USA: Rowman & Littlefield. (CSU Library eBook)
- Mathews, B. (2009). *Marketing today's academic library: A bold new approach to communicating with students*. Chicago: American Library Association. (CSU Library eBook)
- Potter, N. (2012). *The library marketing toolkit*. London: Facet. (CSU Library eBook)
- Welch, L. (2006). *The other 51 weeks of the year: A marketing handbook for librarians* (Rev. ed.). Wagga Wagga, NSW: Centre for Information Studies, CSU.

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Assessment information

Learning materials

- Details of learning materials that support your success in this subject can be found in the Interact2 Subject Site.

Pass Requirements

In order to achieve a passing grade in this subject, a student must (1) attain a minimum passing standard in the overall total mark; and (2) demonstrate achievement of other approved conditions or requirements. A minimum passing standard means 50 per cent of the available marks for the assessment item(s), unless otherwise stipulated.

All assignments must be attempted and submitted for a pass in this subject.

Grading scale

- **HD High Distinction:** an outstanding level of achievement in relation to the assessment process (85%-100%);
- **DI Distinction:** a high level of achievement in relation to the assessment process (75-84%);
- **CR Credit:** a better than satisfactory level of achievement in relation to the assessment process (65-74%);
- **PS Pass:** a satisfactory level of achievement in relation to the assessment process (50-64%);
- **FL Fail:** an unsatisfactory level of achievement in relation to the summative assessment process providing at least one summative assessment task has been assessed (0-49%).

Example of Assessment items – to be confirmed

Item number	Title	Type	Value
1	Forum contribution	Assignment	10%
2	Report -- Marketing	Assignment	40%
3	Report -- Marketing Plan	Assignment	50%