Introduction:
This course addresses the marketing process as a core activity for all types of libraries. Students will learn how scanning their library’s environment, assessing community needs, and planning for services that meet customer needs are integrated into the development of marketing-mix strategies and tactics to promote the benefits of library and information services to target markets. Topics such as branding and positioning will be covered, as part of developing promotional and public awareness campaigns. Students will have the opportunity to work in teams to develop a marketing plan for a “real-world” information service at the Prince Georges Community College Learning Resources Center (Library).

Course Objectives:
Students in this class will gain an understanding of the marketing process which will allow them to develop a plan for marketing information services in all types of libraries.

After successful completion of the course, students will:
1. Appreciate why it is important for all types of libraries to engage in the marketing process to plan and to promote their services.
2. Understand that the marketing process involves all library staff members, trustees and Friends of the Library groups.
3. Demonstrate their understanding of the marketing process by developing a marketing plan for a specific service in a specific library. They will:
   a. Collect and analyze data about the library users they serve.
   b. Collect and analyze data about environmental factors that could affect their ability to deliver their service to their target markets.
   c. Select target markets and identify user needs.
   d. Describe the benefits of their service offerings and describe how the benefits match user needs.
   e. Position their services against competitive alternatives.
   f. Set goals and objectives for their service.
   g. Develop strategies and tactics for elements of the marketing mix (product, price, place and promotion).
Required Text and Readings:

The text serves as a good introduction to developing marketing plans for library and information services. However, it is not exhaustive and complete, particularly in the area of electronic promotional methods.

The course will have a number of supplemental readings that will be available to you through e-reserves and through University of Maryland Libraries’ Research Port.

Disabilities:
The University has a legal obligation to provide accommodations for students with disabilities. Individual instructors are advised to make accommodations only upon receiving a statement from the Disability Support Services describing the appropriate accommodation for the student. Please inform me at the start of the semester if you have a physical or learning disability that will require accommodation. We will work with the staff at Disability Support Services to ensure that accommodations are made. Contact information: 301 314-7682. http://www.counseling.umd.edu/DSS

Religious Holiday Observance:
Please see the University’s policy regarding Assignments and Attendance on Dates of Religious Observance. http://www.faculty.umd.edu/teach/attendance.html#religious

Academic Integrity Information:
The University of Maryland, College Park has a nationally recognized Code of Academic Integrity, administered by the Student Honor Council. The University and the iSchool strictly adhere to the policy of academic integrity. As a student, you are responsible for being aware of the consequences of cheating, fabrication and plagiarism. For more information on the code of Academic Integrity or the Student Honor Council, please visit http://www.shc.umd.edu/

All exams, papers and assignments (unless otherwise instructed) turned in by students should include the signed honor pledge: “I pledge on my honor that I have not given or received any unauthorized assistance on this examination (assignment).”

Course Format:
This class will be conducted via in-person sessions; supplemented with an online resource (Blackboard). The instructor, guest lecturers and readings will provide marketing and public relations theory; supplemented with real world examples of how the theory has been applied. In addition, students will have the opportunity in class to participate in small group exercises and large group discussions.
Students will work in teams to develop a marketing plan for a specific library/information service offered by the Learning Resources Center (library) at Prince Georges Community College. A librarian at the Learning Resource Center will act as the “client” for each team. The teams will prepare oral presentations about their marketing plan to deliver to the class and the client librarian.

Students will also have individual assignments and they will be graded on their individual class participation.

**Student Requirements / Methods of Evaluation:**
The final grade in this course will be based on the following components described below:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Team Project</td>
<td>45%</td>
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<tr>
<td>Assignments</td>
<td>40%</td>
</tr>
<tr>
<td>Class Participation</td>
<td>15%</td>
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</tbody>
</table>

Incompletes will not be granted unless prior consent has been received from the instructor due to extraordinary circumstances. Assignments **will not be** accepted late. Points will be deducted for late submission of the team project unless permission from the instructor is received in advance.

**Team Project (45% of grade)**
Team project: *Marketing plan for a library/information service*

The marketing plan should cover ten areas plus have appendices. The areas are:
- Executive Summary
- Introduction (contains the service description)
- Target Market
- Marketing Audit (assessment of the current situation)
- Opportunity and Issue Analysis
- Marketing Goals & Objectives
- Marketing Strategies (data from environmental scans can be helpful)
- Action Plan (with timelines and costs)
- Implementation and Controls, and the last area is
- A Summary, which stresses the strategic advantages of the service being promoted; the summary should also have a section that indicates what is needed for the plan to be stronger.

Each area may be covered with a few paragraphs or a few pages. Pages must have standard 1" margins and 12 pt type with 1 ½ line spacing. Appendices can be used to provide detail or samples. However, the total plan, including appendices, may not be more than 15 pages.

Teams should develop a 10-15 minute presentation to be given at the eleventh class of the twelve class Summer I session.
Points will be awarded as follows:

- Plan content (35 points)  **Due Date: July 7, 2009**
  - The Action Plan with timelines, costs and budget detail accounts for 15 of the 35 points
- Presentation (10 points)  **Due Date: July 7, 2009**

Students will be assigned to teams. However, internal team management is the responsibility of team members. Teams may wish to select a team member who will be responsible for pulling all the sections of the marketing plan together as a final plan, another member may be responsible for pulling together the oral presentation, another member may be the ONE person that interfaces with the “client librarian,” other team members may have other assignments.

**Individual Work (55%)**

*Assignments (40%):*

There will be four individual assignments worth a total of 40% of the grade.

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Due Date</th>
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<tbody>
<tr>
<td>1. Analyze the <strong>Strengths, Weaknesses, Opportunities and Threats</strong> (S.W.O.T.) of your team’s chosen library/information service (5 %)</td>
<td>June 16</td>
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<tr>
<td>A SWOT analysis is a subjective assessment of data which is organized by the SWOT format into a logical order that helps understanding, presentation, discussion and decision-making. The four dimensions are a useful extension of a basic two heading list of pro's and con's. A SWOT analysis template can be found at <a href="http://www.businessballs.com/swotanalysisfreetemplate.htm">http://www.businessballs.com/swotanalysisfreetemplate.htm</a></td>
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<tr>
<td>2. Develop a press release related to the library/information service (5%)</td>
<td>June 30</td>
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<td>Press release format and process will be discussed in June 25th class.</td>
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<td>3. Prepare a creative brief to request graphic design for marketing communications material that is in the team’s Action Plan section of the marketing plan (15%)</td>
<td>July 2</td>
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<td>A template for a creative brief can be found at <a href="http://www.nancyschwartz.com/creative_brief_word.doc">http://www.nancyschwartz.com/creative_brief_word.doc</a></td>
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<tr>
<td>4. Summarize and critique another team’s marketing plan (15%).</td>
<td>July 10 5:00 pm</td>
</tr>
<tr>
<td>The summary must be 2-3 pages with standard 1” margins and 12 pt type with1 ½ line spacing. The marketing plan summary: states what the service is, discusses costs, provides the advantages the library/information service has over the competitive alternatives, and states why the plan will succeed. (Example: Fisher &amp; Pride, pages 90-91) The critique section should contain advice to make the marketing plan stronger.</td>
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</table>
Participation (15%):
Students will be expected to *actively participate* in class discussions based on the assigned readings and lectures. Students must read the assigned readings for each class **PRIOR TO THE CLASS**. Many of the readings come from various business industries. Students are expected to consider how the ideas, concepts and marketing principles discussed in the articles could be adapted for use in library and information centers.

*Active participation* also requires that all students gather information about the library and its environment and post the information to a wiki, which will be set up using the online resource (Blackboard). You can find a wiki demonstration at [http://www.wonderhowto.com/how-to/video/how-to-use-a-wiki-166457/](http://www.wonderhowto.com/how-to/video/how-to-use-a-wiki-166457/)

Individual posts will be evaluated on how well they help to build an information resource that can be used by all the teams in the development of team marketing plans.

Class Schedule and Topics:
There is a lot of material to cover for a six week summer course. And, the major project is a team effort to produce a realistic marketing plan for a specific library/information service that can be implemented by the Learning Resource Center (library) at the Prince Georges Community College.

Lectures by the instructor and guests, along with readings will not be able to provide in-depth coverage of each component of the marketing plan. However, by developing the plan for a real library/information service, students will learn what is needed in a marketing plan; even if time does not permit them to provide extensive coverage of some components of their team marketing plan. Students will be able to use the marketing plan summary to provide a “sales pitch” for the plan, as well as to critique the plan. The critique may indicate what the team thinks would be needed to make the plan stronger.

1) **Class One (June 2):**
   - Introductions and review of course syllabus and requirements

   **Lecture**
   - Components of the Marketing Plan - Overview
   - Marketing Basics: What are the “P’s” in the Marketing Mix?

   **Readings**


2) Class Two (June 4):

*Lecture*
- Data Collection: Why collect data? What are some primary and secondary sources?
- Environmental Scanning: What is it? Why do it? How do you do it?

*Demonstration*
- Using a wiki to document data collected about the library’s environment

*Readings:*


Fisher & Pride, chapter 2, “Mining Data.” Worksheets 2 and 3 (pages 99-112)


3) Class Three (June 9):

*Guest Speaker:* Barbara Ferry, Director, Business & Editorial Research Libraries & Information Services, National Geographic Society

- Environmental Scanning at the National Geographic Society

*Lecture*
- Library Services Planning: What Do You Have to Offer? What does the Customer Experience Using your Service?
- The Marketing Audit: What’s Your Current Situation? Review the P’s: What are Strengths, Weaknesses, Opportunities and Threats?

*Readings:*


Fisher & Pride, chapter 4, “Marketing Plan Introduction: Product/Service Details.” Worksheet 4-section 1

Fisher & Pride, chapter 6, “Assessing the Current Situation.” Worksheet 9

Lovelock and Wirtz, chapter 1, “New Perspectives on Marketing in the Service Economy.”
4) Class Four (June 11):

Lecture
- Market segmentation: What is it? Why should you select a target market?

Guest Speaker: Dr. John C. Bertot, Professor and Director of the Center for Library and Information Innovation, University of Maryland, iSchool.
- Assessing the needs of your target market: How do you it? What are some of the techniques?

Readings:
Fisher & Pride, Chapter 5, “Target Markets”

5) Class Five (June 16):

Lecture
- Competition: What are You Up against? How do You Position Your Services Against the Competition?

In-Class Exercise
- Data Analysis: Based on the environmental scanning and research done to date, what are Strengths, Weaknesses, Opportunities and Threats (S.W.O.T.) for the library service selected?

Readings:
Fisher & Pride, chapter 6, “Assessing the Current Marketing Situation” pages 52-56; 57-60

Assignment Due: Library/information service SWOT report
6) Class Six (June 18):

Lecture


Readings:


Fisher & Pride, Chapter 7, “Setting Goals and Objectives with Supporting Strategies”


7) Class Seven (June 23)

Guest Speaker: Christine Olson, Principal Consultant, Chris Olson and Associates

- Branding: What are Brand Values, Promise and Mark? What are Touch Points for the Brand?

Readings:


Fisher & Pride, Chapter 6, “Assessing the Current Marketing Situation,” pages 56-57


Payne, Lindsay. “Brand and be counted.” (2005)

8) Class Eight (June 25):

Lecture

- Traditional and Contemporary Promotional Techniques: What are They and When do You Use Them?

Guest Speaker: Eleni Swengler, Senior Designer, Towson University Design Center

- Marketing Communications: Who should design what materials? What are cardinal sins of graphic design? What are options for printing?

Guest Speaker: Andrea Lewis, Maryland Center for the Book at the Maryland Humanities Council

- Public Relations: How do You Influence Your Publics and Cultivate the Media?

Readings:

Bersche, Karen Stott. “Library System Rides a Pig to a Resounding PR Success,” (2001)
Fisher & Pride, chapter 8, “Promotion”


9) Class Nine (June 30):
   Lecture
   • Tactics: What’s in an Action Plan?
   • Budgets: What are the Various Methods Used to Develop Budgets?

Readings:
Fisher & Pride, chapter 9, “Implementing your Strategies: Developing Tactics, Budget and Controls”


Assignment Due: Press release

10) Class Ten (July 2):
   Lecture
   • Review of the Marketing Plan Structure: How do You Pull it All Together?

Assignment Due: Creative brief

11) Class Eleven (July 7):
    Team Presentations
    • Marketing Plan Presentations

Assignment Due: Written marketing plan, Oral presentation

12) Class Twelve (July 9):
    Lecture
    • Implementation and Controls: How do You Monitor the Action Plan and Evaluate Effectiveness and Impact?
(July 10) Last Day of Summer I Session

Assignment Due: **5:00pm is deadline to submit** the individual Marketing Plan Summary and Critique to appropriate area of Blackboard.

Reading List:
You may access the supplemental reading book chapters and some of the articles through e-reserves on the course website. You may get to many of the articles directly through the University of Maryland’s Research Port (databases, journal articles, electronic journals)

Publications available through e-reserves:
- Book chapters
- Bulletin of the American Society for Information Science and Technology
- Information Outlook: the monthly magazine of the Special Libraries Association

Publications available through Business Source Complete database:
- Accounting Today
- Air Conditioning Heating & Refrigeration News
- Bank Marketing
- Business Horizons
- Cabinet Maker
- Customer Relationship Management
- Guide to Management Ideas & Gurus
- Harvard Business Review
- Market Leader
- Marketing News
- Pharmaceutical Executive
- Textile World
- Training Journal

Publications available through Library Literature & Information Science database:
- American Libraries
- Library Journal
- Online
- Publisher’s Weekly


