

LBSC 708D
Marketing Information Services
Course Syllabus
Summer Session I

Instructor:
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Office hours: 1:00 pm Tuesdays and Thursdays [before class]

During the course, please contact me via Blackboard e-mail only.

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:

Fisher, Patricia H. and Marseille M. Pride. Blueprint for Your Library Marketing Plan: A Guide to Help You Survive and Thrive. Chicago: American Library Association, 2006.

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:

Team Project	45%
Assignments	40%
Class Participation	15%

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.

Assignment	Due Date
<p>1. Analyze the <u>S</u>trengths, <u>W</u>eaknesses, <u>O</u>pportunities and <u>T</u>hreats (S.W.O.T.) of your team’s chosen library/information service (5 %)</p> <p>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 http://www.businessballs.com/swotanalysisfreetemplate.htm</p>	June 16
<p>2. Develop a press release related to the library/information service (5%)</p> <p>Press release format and process will be discussed in June 25th class.</p>	June 30
<p>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%)</p> <p>A template for a creative brief can be found at http://www.nancyschwartz.com/creative_brief_word.doc</p>	July 2
<p>4. Summarize and critique another team’s marketing plan (15%).</p> <p>The summary must be 2-3 pages with standard 1” margins and 12 pt type with 1 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 & Pride, pages 90-91)</p> <p>The critique section should contain advice to make the marketing plan stronger.</p>	July 10 5:00 pm

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/>

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

Fisher & Pride, chapter 3, “Developing the Marketing Plan.” Worksheet 4 (pages 113-124)

Kassel. “How to Write a Marketing Plan.” (1999)

Koontz. “The Marketing Mix: The 4-P Recipe for Customer Satisfaction.” (2004)

Weber. “The Marketing Mix” (2005)

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**
<http://www.wonderhowto.com/how-to/video/how-to-use-a-wiki-166457/>

Readings:

Abels. "Environmental Scanning." (2002)

Day, George S. and Paul J.H. Schoemaker. "Scanning the Periphery" (2005)

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

Wikipedia.org. "Environmental Scanning."
http://en.wikipedia.org/wiki/Environmental_scanning. Last accessed May 11, 2009.

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:

Bolesh, Eric. "Lifecycle Management Planning for Yesterday." (2008)

Checkett-Hanks, B. "Using Customer Service as a Competitive Weapon." (2006)

Driggs, Woody. "Serving Up Customer Delight."

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 do it? What are some of the techniques?**

Readings:

Abels, Eileen and Lily Griner, Maggie Turgman. "If You Build It Will They Come?" (2004)

Barrett, & Simmonds. "Divide and Prosper," *Training Journal*. (2009)

Eng, Susanna and Susan Gardner, Susan. "Conducting Surveys on a Shoestring Budget," (2005)

Fisher & Pride, Chapter 5, "Target Markets"

Plosker, George. "Conducting User Surveys: An Ongoing Information Imperative," (2002)

St. Lifer, Evan. "Tapping into the Zen of Marketing," (2001)

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:

D'Aveni, Richard A. "Mapping Your Competitive Position." (2007)

Fisher & Pride, chapter 6, "Assessing the Current Marketing Situation" pages 52-56; 57-60

Lovelock and Wirtz, chapter 7, "Positioning Services Competitive Markets" (2007), pages 199-204, *Using Positioning Maps to Plot Competitive Strategy*

Assignment Due: Library/information service SWOT report

6) **Class Six (June 18):**

Lecture

- **Goals, Objectives and Marketing Strategy: What Will You Do, Why, When and How Well?**

Readings:

Cohen, William A. "War in the Marketplace." (1986)

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

Vass, Kathy. "Choosing the Strategy That's Right for your Marketing." (2006)

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:

Chiagouris, Larry. "Nonprofits can take cues from biz world." (2006)

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

Gumas, John. "Show your True Colors." (2008)

Hindle, Tim. "Unique selling proposition." (2008)

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”

Howard, Melanie. “Social Networking: an Old Process in a New Form.” (2009)

Kumar, V., J. Andrew Petersen and Robert P. Leone. “How Valuable is Word of Mouth?” (2007)

Maughan, Shannon. “Way Cool: Marketing & the Internet.” (2007)

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”

Herring, Terrell. “Think First, Spend Better.” (2004)

Hershberger, Tom. “30 Guerrilla Marketing Tactics that Work,” (2009)

Schachter, Debbie. “How to Create a Realistic Budget.” (2005)

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

Abels, Eileen. "Environmental Scanning," *Bulletin of the American Society for Information Science and Technology*, vol. 28 Issue 3, (Feb/March 2002).

Abels, Eileen and Lily Griner, Maggie Turgman. "If You Build It Will They Come?" *Information Outlook : the monthly magazine of the Special Libraries Association*, vol. 8 Issue 10, (October 2004): 13-17.

Barrett, Mike and Mark Simmonds. "Divide and Prosper," *Training Journal*. February 2009: 33-37.

Bersche, Karen Stott. "Library System Rides a Pig to a Resounding PR Success," *American Libraries* vol. 32 (September 2001): 44-47.

Bolesh, Eric. "Lifecycle Management Planning for Yesterday." *Pharmaceutical Executive*, October 2008, *Guide to Branding*: 12-14.

Check-Hanks, B. "Using Customer Service as a Competitive Weapon." *Air Conditioning Heating & Refrigeration News*, vol. 229 issue 15, Dec. 12, 2006: 20-21.

Chiagouris, Larry. "Nonprofits can take cues from biz world." *Marketing News*, vol.40, Issue 12 (July 15, 2006): 20-22.

Cohen, William A. "War in the Marketplace." *Business Horizons*, vol. 29, Issue 2 (Mar/Apr '86): 10-20.

D'Aveni, Richard A. "Mapping Your Competitive Position." *Harvard Business Review*, vol. 85 Issue 11 (November 2007): 110-120.

Day, George S. and Paul J.H. Schoemaker. "Scanning the Periphery," *Harvard Business Review*, vol. 83 Issue 11, (November 2005). P 135-148.

Driggs, Woody. "Serving Up Customer Delight." *Customer Relationship Management*, vol. 12, Issue 4 (April 2008): 14.

Eng, Susanna and Susan Gardner, Susan. "Conducting Surveys on a Shoestring Budget," *American Libraries*, vol. 36 Issue 2, (Feb2005.):38-39.

Gumas, John. "Show your True Colors." *Accounting Today*, vol. 22, Issue 6 (March 31, 2008): 28-29.

Herring, Terrell. "Think First, Spend Better." *Pharmaceutical Executive*, vol. 24 (September 2004 Supplement): 16-22.

Hershberger, Tom. "30 Guerrilla Marketing Tactics that Work," *Bank Marketing*, vol. 41, Issue 3 (April 2009): 18-25.

Hindle, Tim. "Unique selling proposition." *Guide to Management Ideas & Gurus-Part I* (2008): 187-198.

Howard, Melanie. "Social Networking: an Old Process in a New Form." *Market Leader* Issue 44 (Spring 2009): 66-68.

Kassel, Amelia. "How to write a Marketing Plan." *Marketing Library Services*. Vol. 13, No. 5, (June 1999). <http://www.infotoday.com/mls/jun99/how-to.htm> Last accessed May 11, 2009.

Koontz, Christine. "The Marketing Mix: The 4-P Recipe for Customer Satisfaction." *Marketing Library Services*. Vol. 18, No. 1 (Jan/Feb 2004).
<http://www.infotoday.com/mls/jan04/koontz.shtml> Last accessed May 11, 2009.

Kumar, V., J. Andrew Petersen and Robert P. Leone. "How Valuable is Word of Mouth?" *Harvard Business Review*, vol. 85, Issue 10 (Oct. 2007): 139-146.

Lovelock, Christopher and Jochen Wirtz. *Services Marketing: People, Technology, Strategy*. 6th Edition. Upper Saddle River, N.J. Pearson-Prentice Hall. 2007.

Maughan, Shannon. "Way Cool: Marketing & the Internet." *Publisher's Weekly*, vol. 254, No. 8 (February 19, 2007): 58-61.

Payne, Lindsay. "Brand and be counted." *Cabinet Maker*, Issue 5451 (August 12, 2005): 28-29.

Plosker, George. "Conducting User Surveys: An Ongoing Information Imperative," *Online* (Weston, Conn.), vol. 26, No. 5 (Sept/Oct 2002): 64-68. Accessed via UMD Research Port, *EBSCOhost, Library Literature & Information Science*.

Schachter, Debbie. "How to Create a Realistic Budget." *Information Outlook: the monthly magazine of the Special Library Association*, vol. 9, no. 9 (Sept. 2005): 10-11.

St. Lifer, Evan. "Tapping into the Zen of Marketing," *Library Journal*, vol. 126 issue 8, (May 2001): 44-46.

Vass, Kathy. "Choosing the Strategy That's Right for your Marketing." *Textile World*, vol.156, Issue 4 (July/Aug 2006): 22-23.

Weber, Sheila. "The Marketing Mix." January 25, 2005. Available at
<http://dis.shef.ac.uk/sheila/marketing/mix.htm> Last accessed May 11, 2009.

Wikipedia.org. "Environmental Scanning."
http://en.wikipedia.org/wiki/Environmental_scanning. Last accessed May 11, 2009.