

THE ISLAMIA UNIVERSITY OF BAHAWALPUR
Department of Library and Information Science
Marketing of Library and Information Services (LISC-20302)
MLISc—3rd semester

Class days: according to time-table
Instructor: Dr. Muhammad Younus

Class timing: according to time-table
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Course objective

This course is designed to enable students to acquire knowledge of marketing of library and information services, and equip them with necessary skills to market library and information services, and products effectively. The course will cover marketing concepts, importance, role and functions of marketing, marketing characteristics (environment, market segmentation, market targeting, market mix), library and information centre marketing plan, marketing survey, public relations (promotional strategies, corporate identity, corporate image), advertising (role, strategies, techniques), publicity, promotional strategies for library and information services/products, electronic marketing.

Teaching methodology

1. The class will be conducted in a lecture & discussion environment where the class tutor will lead the discussion, and students will be motivated to take part as the active learners and raise questions at the end of each class session.
2. Students will be expected to give their presentations.
3. Students will be expected to read prescribed books and assignments in advance. This will be tested through a quiz, which may proceed each class session.

Exams

There will be exams in accordance with the university schedule. All university policies, procedures and the highest moral/ethical standards will be observed.

Quizzes

There will be sporadic quizzes throughout the semester which carry points. However, the pre-assessment quiz on very first day of the class does not carry any point.

Course Contents

Topic 1

Introduction of marketing
Concepts and objectives of marketing

Topic 2

Importance of marketing

Topic 3

Functions of marketing

Topic 4

Marketing environment

Topic 5

Market segmentation

Session 6

Market targeting

Topic 7

Marketing mix

Topic 8

Marketing plan

Topic 9

Marketing survey/research

Topic 10

Advertising

Concepts, functions and advantages of advertising, and advertising strategy

Topic 11

Public relations

Topic 12

E-marketing

Recommended readings

1. Information marketing by Jennifer Rowley, 2012.
2. Marketing and promoting electronic resources: creating the e-buzz edited by Eleonora I. Dubicki, 2013.
3. Marketing concepts for libraries and information services, 3rd edition by Eileen Elliott de Saez, Facet Publishing, 2013.
4. Marketing libraries in a Web 2.0 World edited by Dinesh Gupta, Rejean Savard, 2011.
5. Marketing library and information services: international perspectives edited by Dinesh Gupta, Christie Koontz, Angels Massisimo and Rejean Savard, 2006.

6. Marketing library and information services—II: a global outlook by Dinesh Gupta, Christie Koontz and Angels Massisimo, 2013.
7. Marketing today's academic library: a bold new approach to communicating with students by Brian Scott Matthews, 2009.
8. Marketing your library's electronic resources: a how-to-do-it manual for librarians by Marie R. Kennedy and Cheryl LaGuardia, ALA Neal-Schuman, 2013.
9. Strategic marketing in library and information science by Linda S. Katz, 2013.
10. The social media marketing by Dan Zarrella, 2010.
11. Strategic marketing in library and information science edited by Owens, Irene, 2002.
12. Real-life marketing and promotion strategies in college libraries: connecting with campus and community edited by Petruzzelli, Barbara W., 2005.