Syllabus

Department: Division of Library and Information Science

Course Number and Title: 263 Marketing and Advocacy in Information Organizations

Bulletin Description
This course prepares students to design, implement, and evaluate marketing, communications, and advocacy plans in order to improve service experiences of information users.

Credit: 3 semester hours.

Course Description
This course will help students gain a deeper understanding of the theories, principles, and application of marketing, public relations, and advocacy for use in information organizations. This course focuses on marketing tools and techniques that information professionals must possess in order to assess a community's information needs by conducting an information needs analysis and linking the results to strategic priorities of information organizations. This course prepares students to design, implement, and evaluate marketing, communications, and advocacy plans based on analysis, research, and planning in order to improve service experiences of information users and to develop mutually rewarding partnerships with stakeholders for all types of information organizations.

Prerequisite(s): None
Co-requisite(s): None

Course Objectives
As outcomes of the course, students will/will be able to:

1) Define and explain marketing terminology and concepts as applied to information organizations.
2) Articulate the role of marketing principles and concepts in conducting a community's information needs analysis.
3) Apply marketing theories, tools, and techniques to improve the service experiences of customers of information organizations.
4) Discuss how branding, advertising, public relations, and outreach are used by information organizations to strengthen relationships with their users.
5) Explain and employ key research relevant to advocacy for libraries and information organizations.

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6) Create a marketing or advocacy plan for an information organization by applying the marketing concepts, methods, strategies, and best practices.

Program Goals and Outcomes

The course contributes towards satisfying the following MS LIS program goal/s:

1B. Understand the history of human communication and its impact on libraries, and the importance of effective verbal and written advocacy for libraries, librarians, other library workers and library services.

1D. Demonstrate effective communication techniques (verbal and written) used to analyze complex problems and create appropriate solutions.

5C. Understand and apply the principles of assessment towards communities, user preferences, and services and resources, as well as promoting methods of advocacy through development and services.

8A. Understanding the principles of planning and budgeting in libraries and other information agencies, as well as developing effective personnel practices and human resources.

8B. Understanding the concepts behind, issues relating to, and methods for the following: assessment and evaluation of library services and their outcomes, developing partnerships, collaborations, networks, and other structures, and principled, transformational leadership.

Units of Instruction

Unit	Topic
1	• What is marketing? • Key Concepts in Marketing of Information Services
2	• Products Vs Services Marketing • Customer Experience Management
3	• Market Segmentation • Services Marketing Mix
4	• Marketing Communications & Public Relations
5	• Internal Marketing • Service Promise Management
6	• Perceived Service Quality • SERVQUAL & LIBQUAL (Gaps Model)
7	• Service Encounters • Market Orientation and Service Performance
8	• Integrated Marketing communication • Permission Marketing

Unit	Topic
	• Marketing and Social Media
9	• Information Branding • Internal Branding • Brand Advocacy
10	• Service Leadership • Advocacy & Lobbying

Learning Activities

This course is designed to help students learn and practice real-world marketing and advocacy concepts and skills relevant to library and information professionals. Students will learn how to scan an information organization's environment and conduct a community needs analysis. They will also learn how to develop an appropriate mix of service and marketing in order to benefit and attract an information organization's target communities.

There will be ongoing online discussions, individual projects, and a group project to facilitate learning key marketing and advocacy concepts and practice. One individual project will focus on using marketing research to improve community service and increase community awareness of the organization. There will also be a collaborative project applying marketing and advocacy concepts and techniques to create a marketing/advocacy plan for an information organization.

Assessment

1. Course-Level Assessment
   a) The discussions and individual exercises are designed to reinforce one or more of the course objectives.

   b) The group project applies to all course objectives although some objectives may have a greater emphasis depending on the feedback from the earlier assignments.

2. Program-Level Assessment. The MS LIS program is reviewed every seven years for continued accreditation by the American Library Association's (ALA) Committee on Accreditation. The program's most recent accreditation was in the Fall 2018 term. As part of this accreditation process, all students, faculty, alumni, and employers participate in periodic assessments, providing feedback for improving the MS LIS program. The two assessments below apply to every course in the program.

   a) Faculty-Selected Assessment. Over a four year period each course in the MS LIS program is assessed by the instructor to determine how well students are learning the program goal/s related to the course. For each course, faculty select one or

more artifacts (e.g. assignment, exam, or semester project) as a representative measure of student learning of the related program goal/s. At the end of the course, the faculty member completes a course artifact assessment form describing the class' performance on the artifact, and any course revisions prescribed as a result. Sample artifacts with their respective reviews are included as well.

In LIS 263 Marketing and Advocacy in Information Organizations, the Marketing Plan project is used as a representative measure of student learning of the related program goals.

b) Student-Selected Assessment. The end-of-program assessment is an e-portfolio consisting of student-selected artifacts (assignments, discussion posts, projects, etc.) from their courses as evidence of satisfying each of the eight program goals. For each program goal, students write a reflection which describes the relationship of the artifact to the respective goal and their learning from the artifact.

In LIS 263 Marketing and Advocacy in Information Organizations, the Marketing Plan project is suggested as the course artifact should students decide to use their work in this course as evidence of satisfying the related program goal/s. This is because of the comprehensive nature of the project.

Grading Scheme
The course grade will be determined from the following activities. The percent in parentheses is that of the overall course grade.
a) Discussion (30%)
b) Individual exercises (35%)
c) Group project (35%)

Bibliography

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Instructional Time Requirements: 150 hours for 3 credits (10 hours per week for our 15 week semester)

Asynchronous or synchronous Lecture

Assigned weekly reading

Weekly assignments (individual and group)

Active participation in online discussions

Research for semester-long projects (term papers, projects)

Presentations (online or face to face)

Academic Service-Learning projects (where appropriate)