



FLORIDA STATE UNIVERSITY
COLLEGE OF COMMUNICATION & INFORMATION
School of Information

LIS 5602 – MARKETING OF LIBRARY & INFORMATION SERVICES

SECTION(S)

TERM 20XX, COURSE MEETING DAY/TIME, COURSE MEETING LOCATION

MODE OF INSTRUCTION:

Instructor:

Email:

Office:

Phone:

Course Location/Website:

Office Hours (in office, online or via phone):

Teaching Assistant:

Email:

COURSE DESCRIPTION

The purpose of this course is to provide (you) the motivated audience of students with the concepts, techniques and illustrations needed to develop first-rate nonprofit marketing skills. These skills will facilitate strategic planning that is cost effective and customer centered in its approach.

COURSE OBJECTIVES

At the end of the course, the student will be able to:

1. Apply the fundamental principles of planning, management and marketing/advocacy;
2. Use service concepts, principles and techniques that facilitate information access, relevance, and accuracy for individuals or groups of users;
3. Demonstrate oral and written communication skills necessary for group work, collaborations and professional level presentations;
4. Evaluate programs and services on specified criteria; and
5. Contribute to the cultural, economic, educational and social well-being of our communities.

COURSE MATERIALS:

Required: *Marketing and Social Media: a Guide for Libraries, Archives and Museums* Rowman & Littlefield (2014), ISBN 978-0-8108-9080-0 by Christie Koontz and Lorri Mon. The text has many valuable and up to date resources.

COURSE ASSIGNMENTS AND EVALUATION:

Virtual class time will include weekly assignments, primarily based upon the chapter and related readings. Assignments will include responses to short answer and essay questions, discussion board asynchronous activities, and web-based assignments.

Course Project: The Analysis of a Nonprofit Marketing Organization Project

The purpose of the marketing project is to:

1. Analyze some aspects of a nonprofit marketing organization in detail, outside the classroom;
2. Facilitate understanding of the real practical workings of nonprofit marketing management;
3. Offer opportunity to talk with nonprofit marketing managers; to facilitate understanding of strategic marketing for nonprofit organizations.
4. Offer opportunity for students to become familiar with trade publications, academic journals and professional magazines, government publications and databases, and other secondary data (print and online) for nonprofit marketing management; and
5. Improve ability to practically apply and communicate the marketing plan.

A good marketing plan involves factors such as creativity, logical rigor, personal insights, and substantiated opinions, critical analysis, common sense, and clarity of presentation.

GRADE CALCULATION:

Assignments	75 pts
Marketing Analysis Project	25 pts
TOTAL POINTS	100 pts.

GRADING SCALE:

97-100	A
94-96	A-
91-93	B+
88-90	B
85-87	B-
82-84	C+
79-81	C
76-78	C-
73-75	D+

COURSE SCHEDULE:

WEEK	TOPICS TO BE COVERED
1	Introduction to Marketing
2	Marketing Model: Customer-Centered Organizations
3	Mission, Goals and Objectives
4	Environmental Analyses
5	Marketing Research
6	Market Segmentation
7	Grant Writing & Marketing Research
8	Marketing Mix Strategy - Product, Price, Promotion & Place: Product/Service/Organizational Offer
9	Marketing Mix Strategy - Product, Price, Promotion & Place: Price or Customer Costs
10	Marketing Mix Strategy - Product, Price, Promotion & Place: Place
11	Marketing Mix Strategy - Product, Price, Promotion & Place: Promotion
12	Advocacy
13	Marketing Evaluation
14	Happy Thanksgiving!
15	Class Project Due

COPYRIGHT STATEMENT:

Some of the materials in this course are possibly copyrighted. They are intended for use only by students registered and enrolled in this course and only for instructional activities associated with, and for the duration of, the course. They may not be retained in another medium or disseminated further. They are provided in compliance with the provisions of the *Technology, Education, And Copyright Harmonization* (TEACH) Act (refer to the 3/7/2001 TEACH Act at www.copyright.gov/legislation/archive/).

SEXUAL HARRASSMENT POLICY:

It is the policy of the University that its employees and students neither commit nor condone sexual harassment in any form. http://registrar.fsu.edu/bulletin/grad/info/university_notices.htm

SCHOOL OF INFORMATION HARDWARE AND SOFTWARE REQUIREMENTS:

A list of all hardware and software requirements for students participating in the School of Information courses can be found at the following location: <http://ischool.cci.fsu.edu/academics/online/requirements/>

STUDENT ELIGIBILITY FOR AN INCOMPLETE GRADE:

Incomplete (“I”) grades will not be assigned, except in the case of exceptional unforeseen circumstances that occur within the last three weeks of the semester and your work has otherwise been satisfactory (C average).

University Attendance Policy:

Excused absences include documented illness, deaths in the family and other documented crises, call to active

military duty or jury duty, religious holy days, and official University activities. These absences will be accommodated in a way that does not arbitrarily penalize students who have a valid excuse. Consideration will also be given to students whose dependent children experience serious illness.

Academic Honor Policy:

The Florida State University Academic Honor Policy outlines the University's expectations for the integrity of students' academic work, the procedures for resolving alleged violations of those expectations, and the rights and responsibilities of students and faculty members throughout the process. Students are responsible for reading the Academic Honor Policy and for living up to their pledge to “. . . be honest and truthful and . . . [to] strive for personal and institutional integrity at Florida State University.” (Florida State University Academic Honor Policy, found at <http://fda.fsu.edu/Academics/Academic-Honor-Policy>.)

Americans With Disabilities Act:

Students with disabilities needing academic accommodation should:

- (1) register with and provide documentation to the Student Disability Resource Center; and
- (2) bring a letter to the instructor indicating the need for accommodation and what type. This should be done during the first week of class.

This syllabus and other class materials are available in alternative format upon request.

For more information about services available to FSU students with disabilities, contact the:

Student Disability Resource Center
874 Traditions Way
108 Student Services Building
Florida State University
Tallahassee, FL 32306-4167
(850) 644-9566 (voice)
(850) 644-8504 (TDD)
sdrc@admin.fsu.edu
<http://www.disabilitycenter.fsu.edu/>

Free Tutoring from FSU

On-campus tutoring and writing assistance is available for many courses at Florida State University. For more information, visit the Academic Center for Excellence (ACE) Tutoring Services' comprehensive list of on-campus tutoring options - see <http://ace.fsu.edu/tutoring> or contact tutor@fsu.edu. High-quality tutoring is available by appointment and on a walk-in basis. These services are offered by tutors trained to encourage the highest level of individual academic success while upholding personal academic integrity.

Syllabus Change Policy

"Except for changes that substantially affect implementation of the evaluation (grading) statement, this syllabus is a guide for the course and is subject to change with advance notice."