LIS 5602– MARKETING OF LIBRARY AND INFORMATION SERVICES (3 credits)
SECTION(S)
TERM 20XX, COURSE MEETING DAY/TIME, COURSE MEETING LOCATION
MODE OF INSTRUCTION: **Asynchronous/ Online**

"Students *all meet with instructor asynchronously, using a multi-media conferencing system such as Collaborate. Additional asynchronous interactions (e.g., discussion forums) among students and with instructor are also required to complete the course."*

Instructor: H. Mori
Email:
Office:
Phone:
Course Location/Website:
Office Hours (in office, online or via phone):

COURSE DESCRIPTION:
The purpose of this course is to provide the motivated audience of students with the concepts, techniques and illustrative examples needed to develop first-rate 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. Compare the environments and organizational settings in which library and information professionals practice;
2. Apply the fundamental principles of planning, management and marketing/advocacy;
3. Use service concepts, principles and techniques that facilitate information access, relevance, and accuracy for individuals or groups of users;
4. Demonstrate oral and written communication skills necessary for group work, collaborations and professional level presentations; and
5. Evaluate programs and services on specified criteria.

COURSE MATERIALS:

The required text for this course is ***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.

Other required readings will be provided online.

COURSE ASSIGNMENTS:

Assignments not for grade: Student Bios (Week 1) and Team Selection (Week 2).

Assignments (Case Studies): These activities are related to weekly topics and will serve students to build-up many of the component parts for the final project. Case studies required teams to work and put together a report using the group's discussion board. These group discussion boards are available only to group members and the instructor.

Let's Talk About I (Discussion Board): On selected weeks, students will review selected material (web site, reading, video, etc.), answer questions, and report their opinions on given topics. These will be posted using the course's *Let's Talk About It* Board. These discussion are open and available for everyone to see. Postings to these discussions are individual, not team-based. The discussion postings will be assessed according to a grading rubric that will be distributed in class.

Course Project: Each team (or individual) will develop a marketing analysis project for a library or archive. Other non-profit organizations could be selected with approval from the instructor. Most of the components of this marketing plan will be discussed, and worked upon, in weekly activities.

Peer Evaluation: Students working in teams must evaluate the participation, collaboration, and work effort from every member in their teams. This account for 5% of the final grade.

Participation: Weekly lectures, videos and activities are to be done individually by students. This is the way to gather needed knowledge and concepts to complete the weekly group activities. The participation grade is assessed from postings to discussion boards and assignments.

A note on teamwork:

Students have an option on whether do the coursework (case studies and project) individually, in pairs, or groups of three. You will make, and report this decision during the second week into the semester.

- Note 1- whether individually, pairs, or groups, you will have to select an institution for which create a marketing plan. Because some of the work require interviewing (as possible) some administrator or marketing-related staff, it is recommended that at least one of the team members have some kind of access (physical, phone, email) with the institution.
- Note 2- For people working in pairs or groups of three: It is recommended that you share an interest in a certain type of library or nonprofit organization (academic, public, etc.). Teamwork can be valuable from many vantage points, but consider your schedule and interests. Once teams are set up in course web site, teams can get together in their own chat, email and discussion board—whatever the preference.

GRADE CALCULATION:

The final grade will be determined as follows:

Case Studies (x8)	48
Let's Talk Discussions (x4)	16
Project	25
Peer Evaluation	5
Participation	6
TOTAL	**100**

GRADING SCALE:
Letter grades will be assigned according to the following scale:

A   93 – 100   A- 89 – 92
B+ 85 – 88   B   81 – 84
B- 77 – 80   C+ 73 – 76
C   69 – 72   C- 65 – 68
D+ 61 – 64   D   57 – 60
D- 53 – 56   F   0 – 52

COURSE OUTLINE:

WEEK	TOPICS TO BE COVERED
1	Course Logistics and Introduction
2	Introduction to Marketing
3	Mission, Goals and Objectives
4	Environmental Analyses
5	SWOT, Stakeholders
6	Marketing Research
7	Marketing Segmentation
8	Marketing Mix: Product
9	Marketing Mix: Price
10	Marketing Mix: Place
11	Marketing Mix: Promotion
12	Content Marketing/ Creating a Social Media Campaign
13	Public Relations/Advocacy
14	Marketing and Grant Writing
15	Marketing Evaluation
16	Course Project

SCHOOL AND UNIVERSITY POLICIES

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 Harassment 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/graduate/information/university_notices/

iSchool Hardware and Software Requirements

A list of all hardware and software requirements for students participating in the School of Information (iSchool) 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.

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.

Please note that instructors are not allowed to provide classroom accommodation to a student until appropriate verification from the Student Disability Resource Center has been provided.

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
https://dos.fsu.edu/sdrc/

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.