IRLS559 Marketing Library and Information Services to Communities

COURSE NAME, NUMBER AND PREREQUISITES:

IRLS559
SYLLABUS - SPRING 2011
MARKETING LIBRARY AND INFORMATION SERVICES TO COMMUNITIES
SCHOOL OF INFORMATION RESOURCES AND LIBRARY SCIENCE
UNIVERSITY OF ARIZONA, TUCSON

Instructor: Dana Braccia

Phone: 480.710.8909
Email: braccia@d2l.arizona.edu
Office Hours: Virtual or phone office hours will be held by appointment only.

COURSE DESCRIPTION:
Marketing has become an essential component of library operations. Marketing is the process of communicating with customers and potential customers to determine needs, to design services to meet them, to inform the community about services, and to evaluate services so that they can be improved. Marketing in this highly competitive information environment is vital. Libraries compete for dollars with other academic, corporate, cultural, educational and municipal services, as well as with other information providers. For libraries to continue to hold a valued place in communities, they need to be skilled at understanding needs and targeting services to meet those needs.

This course will look at the marketing cycle as it may be applied to a variety of library environments. It will look at the relationship of marketing to program planning, branding, library products, web content, social networking, public relations, focusing on customers and customer relations, promoting services, and evaluating them. It will look at both physical and virtual space as they promote the image of libraries and provide places for service delivery. School of Information Resources & Library Science (SIRLS) competencies B5, B6, B7, C8 and C9 are addressed in this course.

The course will be highly interactive. Lectures will be posted using Elluminate; interactive discussion forums will focus on lecture material, readings in both the marketing and library literature, examination of promotional materials, both printed and online and other resources. Access to a computer with a sound card and speakers is necessary to listen to the lectures and a high speed Internet connection is preferred as well.

COURSE OBJECTIVES:
• Be familiar with basic marketing concepts and terminology • Be able to promote and design services and products that will engage both those who use libraries and those who don’t in communities of all types • Be aware of various ways of gathering information about diverse customer needs and analyzing the data to improve services

REQUIRED COURSE MATERIALS:
The textbook for this class is:


This book is available from American Library Association - [www.ala.org](http://www.ala.org), Amazon.com or your favorite supplier. There will be many other readings assigned as the course progresses. They will be noted on the class schedule. Most of these will be available through the D2L course site. Some assignments require students to locate appropriate readings on their own and report on them. In addition, students will be expected to find, monitor and comment on blogs about marketing.

COURSE REQUIREMENTS:
The effectiveness of this course will depend on the development of an active and engaged learning community in be active participants in the discussions related to the class. It will require that students keep up with the content, readings, and assignments, and that they as well, meeting deadlines, communicating frequently, and providing feedback in a timely way.

In addition to compliance with the code of integrity cited elsewhere, the instructor will expect that all assignments are completed on time, meet the specifications for that assignment, reflect knowledge and understanding of course materials, and are professional in appearance and grammatically correct. Assignments are described in detail in d2l but include:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
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<tbody>
<tr>
<td>Online Participation (Includes Hosting Peer Discussion)</td>
<td>15</td>
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<tr>
<td>Library/Bookstore Evaluation Exercise</td>
<td>5</td>
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<td>Marketing Campaign Evaluation Exercise</td>
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<td>Website Evaluation Exercise</td>
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<tr>
<td>Blog Evaluation Exercise</td>
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<tr>
<td>Review Paper 1</td>
<td>10</td>
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<tr>
<td>Review Paper 2</td>
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</tr>
<tr>
<td>Marketing Plan</td>
<td>45</td>
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<tr>
<td>Total Possible Points</td>
<td>100</td>
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A: 90–100   B: 80-89   C: 70-79   D: 60-69   E: 59 or below

COURSE, SCHOOL, AND UNIVERSITY POLICIES:

Academic Code of Integrity

Students are expected to abide by The University of Arizona [Code of Academic Integrity](http://www.azcentraluniversity.edu/academic-integrity). 'The guiding principle of academic integrity is that a student's submitted work must be the student's own.' If you have any questions regarding what is acceptable practice under this Code, please ask an Instructor.

Accommodating Disabilities

The University has a [Disability Resource Center](http://disability.arizona.edu). If you anticipate the need for reasonable accommodations to meet the requirements of this course, you must register with the Disability Resource Center and request that the DRC send me, the Instructor, official notification of your accommodation needs as soon as possible. Please plan to meet with me by appointment or during office hours to discuss accommodations and how my course requirements and activities may impact
your ability to fully participate.

Assignment Policies

In addition to compliance with the code of integrity cited elsewhere, the instructor will expect that all assignments are completed on time, meet the specifications for that assignment, reflect knowledge and understanding of course materials, and are professional in appearance and grammatically correct. The assignments are described in detail elsewhere.

- Completed assignments will be submitted via the D2L dropbox unless otherwise specified. Some completed assignments will be shared with other students. Assignments will normally be commented on and graded and returned to students via the dropbox. Assignments will be expected to be submitted on or before the dates specified. The instructor will be willing to negotiate alternative dates as needed but only if such negotiation takes place prior to the due date. Late assignments that have not been negotiated beforehand will be accepted at the discretion of the instructor.

- Assignments are expected to be professional in appearance; that is, they are neat, grammatically correct, with no spelling or typographical errors. Citations should follow the Chicago Manual of Style. (Please see the “Guide for Formal Written Assignments in Graduate School” in the contents area on D2L.)

- One assignment will entail working in groups. Online group projects are challenging, but not impossible. Students will be expected to manage the process so that all group members are included in decisions, all share an equal responsibility for the product, and all participants are treated with respect.

- All assignments are expected to reflect a knowledge of the course materials covered up to the due date of the assignment including textbook and other readings, lectures, and discussions.

- Incompletes: The 1997-8 University of Arizona General Academic Manual, p.23, reads “The grade of I may be awarded only at the end of a semester, when all but a minor portion of the course work has been satisfactorily completed. The grade of I is not to be awarded when the student is expected to repeat the course; in such a case the grade of E must be assigned. Students should make arrangements with the instructor to receive an incomplete grade before the end of the semester....” If the incomplete is not removed by the instructor within one year the “I” grade will revert to a failing grade.

GRADING:

The effectiveness of this course will depend on the development of an active and engaged learning community in the online environment. It will require that students keep up with the content, readings, and assignments, and that they be active participants in the discussions related to the class. It will require that the instructor be actively engaged as well, meeting deadlines, communicating frequently, and providing feedback in a timely way.

In addition to compliance with the code of integrity cited elsewhere, the instructor will expect that all assignments are completed on time, meet the specifications for that assignment, reflect knowledge and understanding of course materials, and are professional in appearance and grammatically correct. The assignments will described in detail in d2l.

INSTRUCTOR NAME AND CONTACT ADDRESSES:

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Courses

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    - IRLS515-001 Organization of Information (On Campus Frické)
    - IRLS515-011 Organization of Information (Virtual, Frické)
    - IRLS517/417 Digital Cultures
    - IRLS520-010 Ethics for Library and Information Professionals (Virtual Fallis)
    - IRLS520-011 Ethics for Library and Information Professionals (On Campus Mathiesen)
    - IRLS523-010 Early Childhood and Public Libraries (Virtual SHiggins)
    - IRLS532-010 Online Searching
    - IRLS540 - Introduction to Archives
    - IRLS551-001 Equity of Access (Virtual -Montiel Overall)
    - IRLS554-010 DIVERSE CULTURES, COMMUNITIES, AND LIBRARIES
    - IRLS557-010 Documenting Diverse cultures and Communities
    - IRLS559 Marketing Library and Information Services to Communities
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    - IRLS571-010 Introduction to Information Technology, Spring 2011, (Dr. Sun)
    - IRLS572-010 Government Information ~ Spring 2011
    - IRLS573-010 Information Technology in Libraries (Virtual, Smith)
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Guided exploration

Click a term to initiate a search.

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