

Name of the Course	Marketing of Library and Information Services
Course Code	MAR-403
Credit Hours	3
Objectives	<ol style="list-style-type: none"> 1. To understand theoretical and practical aspects of marketing concepts to libraries. 2. To identify specific audiences and target strategies to meet the information needs of the customers. 3. To analyze, select, and position products and services to appeal to specific market segments. 4. To design effective marketing strategies that reflect market segmentation. 5. To apply technology tools and techniques to meet specific communication needs. 6. To describe how public relations activities can be used to build long-term positive relationships between users and libraries.
Contents	<p>Unit-I Understanding the marketing concept</p> <ol style="list-style-type: none"> 1.1 Definition 1.2 Understanding the marketplace and customer needs 1.3 Designing a customer-driven marketing strategy 1.4 Marketing management orientations 1.5 Preparing integrated marketing plan 1.6 Building customer relationships <p>Unit-II Services marketing</p> <ol style="list-style-type: none"> 2.1 Evolution of marketing concept in libraries 2.2 Role of marketing in the 21st-century libraries 2.3 Services marketing mix 2.4 Marketing strategy and market segmentation <p>Unit-III Product and service identification</p> <ol style="list-style-type: none"> 3.1 Information as a product 3.2 Planning information products and services for libraries <p>Unit-IV Marketing communication</p> <ol style="list-style-type: none"> 4.1 Advertising 4.2 Sales promotion 4.3 Events and experiences 4.4 Public relations and publicity 4.5 Direct marketing 4.6 Personal selling 4.7 AIDA model of communication <p>Unit-V Environmental scan</p> <ol style="list-style-type: none"> 5.1 Swot analysis 5.2 PESTEL analysis 5.3 Preparing the market plan <p>Unit-VI Marketing audit</p> <ol style="list-style-type: none"> 1.1 Macro environment audit 1.2 Task environment audit

	1.3 Marketing productivity audit 1.4 Marketing function audit
Teaching & Learning Strategies	A combination of lecturing, class participation, and discussions will be used to conduct the course. Students will be expected to read extensively ahead of each class session and actively participate in discussions.
Assignments	Project (15 marks), presentation (5 marks) and quiz (5 marks)
Recommended Reading Material	<p>Ameen, K. (2006). Marketing of library and information services in Pakistan: A profile. In D. K. Gupta, C. Koontz, A. Massisimo, & R. Savard (Eds.), <i>Marketing library and information services: International perspectives</i> (pp. 111-119). Germany: K. G. Saur Munchen.</p> <p>Ameen, K., & Warraich, N. F. (2007). Role of marketing in the 21st century libraries in Pakistan. <i>Pakistan Journal of Library & Information Science</i>, 38(4), 2-14.</p> <p>Bhatt, R. K. (2011). Relevance of Ranganathan's laws of library science in library marketing. <i>Library Philosophy and Practice</i>. Retrieved from http://unllib.unl.edu/LPP/</p> <p>De Saez, E. E. (2019). <i>Marketing concepts for libraries and information services</i> (3rd ed.). London: Facet Publishing.</p> <p>Gupta, D. K. (2006). Broadning the concept of LIS marketing. In D. K. Gupta, C. Koontz, A. Massisimo, & R. Savard (Eds.), <i>Marketing library and information services: International perspectives</i> (pp. 5-20). Germany: K. G. Saur Munchen.</p> <p>Kotler, P. & Keller, K. L. (2016). <i>A framework for marketing management</i>. Boston: Pearson Education Limited.</p> <p>Kotler, P., & Levy, S. J. (1969). Broadening the concept of marketing. <i>Journal of Marketing</i>, 1: 10-15.</p> <p>Mathews, B. (2009). <i>Marketing today's academic library</i>. Chicago: American Library Association.</p> <p>Rowley, J. (2006). <i>Information marketing</i> (2nd ed.). England: Ashgate Publishing Company.</p> <p>Soroya, S. H., and Ameen, K. (2013). LIS Marketing Approach in Libraries: A selected Literature Review. <i>Pakistan Journal of Library and Information Science</i>, 44 (4): 4-17.</p> <p>Weingand, D. E. (1998). <i>Future-driven library marketing</i>. Chicago: American Library Association.</p> <p>Weingand, D. E. (1999). <i>Marketing/planning library and information services</i> (2nd ed.). Englewood, Col.: Libraries Unlimited.</p>

Assessment and Examinations:

Sr.#	Elements	Weightage	Details
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Project, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)