THE CATHOLIC UNIVERSITY OF AMERICA
SCHOOL OF LIBRARY AND INFORMATION SCIENCE

LSC 876, Section 30
Marketing Libraries and Information Services
Spring 2009

3 Credit Hours
Meetings 10 a.m. – 12:30 p.m., Saturdays, Jan. 17, Jan. 24, Feb. 28, April 4, and April 25
Room 301 Pangborn

Instructor: David Shumaker
E-mail: shumaker@cua.edu
Phone: 202-319-5551
Office: 239 Marist
Hours: By appointment.

Course Description

“The marketing concept holds that the key to achieving organizational goals consists of determining the needs and wants of target markets and delivering the desired satisfactions more effectively and efficiently than competitors.” – Philip Kotler.

This course offers an introduction to modern marketing concepts and their application in for-profit and not-for-profit organizations. It addresses the environment in which all types of libraries and information services operate, and provides the student with an opportunity to apply marketing concepts to an information services operation of the student’s choosing. It explores the question, “how can a library or information service determine the needs and wants of its target patrons, and go about satisfying them in such a way as to become (or remain) an information provider of choice?”

Instructional Methods

This course combines in-class lectures and workshops, online discussion, and extensive field work. There will be five class meetings, four online discussions using Blackboard, and five weeks will be devoted to field projects.

Required Texts


Recommended Supplementary Readings


Other Required Readings


Course Goals
The goals of this course are to introduce the student to modern marketing concepts, explore the application of these concepts to libraries and information services of different types, and to provide the student with practical field experience in the application of marketing to a library or information service.

Goals for Student Learning
At the conclusion of this course, students should achieve the following learning objectives:

- Articulate and discuss the principles of modern marketing
- Develop marketing recommendations and a marketing plan for library and information services
- Perform marketing activities, including customer research, product and service development, and promotion of library and information services
- Evaluate marketing programs

Professional Standards Addressed
With respect to the curriculum objectives stated in Section II of the Standards for Accreditation of Master’s Programs in Library & Information Studies, 1992, this course addresses:

- Development of library and information professionals who will assume an assertive role in providing services by educating students in the necessity, nature, and principles of marketing
- An evolving body of knowledge that reflects the findings of basic and applied research from relevant fields by incorporating knowledge from the fields of business management and marketing
- The needs of a rapidly changing … society by developing the philosophy and practice of customer-centered library and information services, and the concepts of customer group segmentation and customer research.

Course Requirements
Successful completion of this course requires the ability to work independently and creatively. Expectations include on-time delivery of assignments, work that meets or
exceeds the standard for graduate-level programs, and regular, active participation in
class discussions, exercises, and activities. Class attendance and participation are
important. If you must miss a class for any reason, you are expected to notify the
instructor as early as possible, and to take responsibility for catching up and making up
any work missed. Students must have regular access and the ability to use computers,
word processing and presentation software, email, CUA libraries and the ALADIN

Assignments are due at the beginning of class on the date indicated. Unless prior
permission is obtained, the grade for late assignments will be reduced by 4 points (out of
100) per day; however, any work not turned in on or before the date of the final exam
will receive a zero grade. Grades are based on work submitted. Rewriting, resubmission,
and extra credit are not allowed.

Assignments and their weighting in the overall course grade are:

1. **Field Work Plan (10%)** Using a template provided by the instructor, each student will
   complete a written plan for the course’s field work component. Plans will be evaluated
   for accurate use of concepts presented in class, clarity, completeness, and expressed
   relationship to the goals of the course.

2. **Midterm Project Report (10%)** Students will submit a written report on project
   status as of early March, with an updated project plan. Grades will be assigned based on
   appropriate use of marketing and project planning concepts presented in class (including
   online classes), clarity, challenge of the field work project, and expressed relationship to
   the goals of the course.

3. **Class Participation (20%)** There will be five in-person class meetings, and four
   weeks of the class will be devoted to online discussion using Blackboard. Each student is
   expected to participate in all nine sessions by contributing fresh information as well as
   informed and thoughtful insights and commentary to the course’s shared knowledge base.

4. **Written Final Project Report (25%)** Each student will prepare a final written report
   on the field work project. The report will evaluate accomplishments in relation to the
   project plan, provide a narrative account of the project work, and reflect on what the
   student learned from the project. Deliverables produced in the project may be included if
   appropriate and if the host permits. In addition to the written report, each student will
   post a report or presentation to the class Blackboard site, and lead an online discussion of
   it.

5. **Final Project Presentation (10%)** Each student will post a summary report (text or
   Powerpoint notes pages) and lead a discussion of the project.

6. **Final Exam (25%)** There will be a take-home final exam.

Expectations and policies
Academic honesty: Academic honesty is expected of all CUA students. Faculty are required to initiate the imposition of sanctions when they find violations of academic honesty, such as plagiarism, improper use of a student’s own work, cheating, and fabrication.

The following sanctions are presented in the University procedures related to Student Academic Dishonesty (from http://policies.cua.edu/academicundergrad/integrityprocedures.cfm): “The presumed sanction for undergraduate students for academic dishonesty will be failure for the course. There may be circumstances, however, where, perhaps because of an undergraduate student’s past record, a more serious sanction, such as suspension or expulsion, would be appropriate. In the context of graduate studies, the expectations for academic honesty are greater, and therefore the presumed sanction for dishonesty is likely to be more severe, e.g., expulsion. ...In the more unusual case, mitigating circumstances may exist that would warrant a lesser sanction than the presumed sanction.” Please review the complete texts of the University policy and procedures regarding Student Academic Dishonesty, including requirements for appeals, at http://policies.cua.edu/academicundergrad/integrity.cfm.

Important University Resources:
CUA Network:
All students should know their NT (CUA network) account information and be able to log on to the CUA network. Contact the Center for Planning and Information Technology at 202-319-4357 for assistance.

CUA Libraries:
All students should be able to use the CUA library resources, including the ALADIN online system. Visit the CUA Library homepage at http://libraries.cua.edu for assistance and directions. See also the Mullen Library welcome page at http://libraries.cua.edu/welcome.html, or phone (202) 319-5070.

Academic Tutoring and Learning Assistance Service (ATLAS):
See http://counseling.cua.edu/atlas/
101 O'Boyle Hall
Phone: (202) 319-5018

CUA Counseling Center:
See http://counseling.cua.edu/services/
127 O'Boyle Hall
Phone: (202) 319-5765

Accommodations for students with disabilities: Any student who feels s/he may need an accommodation based on the impact of a disability should contact the instructor privately to discuss specific needs. Please contact Disability Support Services (at 202 319-5211, room 207 Pryzbyla Center) to coordinate reasonable accommodations for
students with documented disabilities. To read about the services and policies, please visit the website: http://disabilitysupport.cua.edu.

Assessment

All graded work will be given a numeric score between 0 and 100. Weighting of assignments will be:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Weight</th>
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<tbody>
<tr>
<td>Field Work Plan</td>
<td>10%</td>
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<tr>
<td>Midterm Project Report</td>
<td>10%</td>
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<tr>
<td>Class Participation (Online and In-person)</td>
<td>20%</td>
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<tr>
<td>Final Project Report (written)</td>
<td>25%</td>
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<tr>
<td>Final Project class presentation</td>
<td>10%</td>
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<tr>
<td>Final Exam</td>
<td>25%</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
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Based on scores for individual assignments, final letter grades will be assigned as follows:

<table>
<thead>
<tr>
<th>Score</th>
<th>Grade</th>
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<tbody>
<tr>
<td>&gt; 92</td>
<td>A</td>
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<tr>
<td>91-92</td>
<td>A-</td>
</tr>
<tr>
<td>89-90</td>
<td>B+</td>
</tr>
<tr>
<td>82-88</td>
<td>B</td>
</tr>
<tr>
<td>80-81</td>
<td>B-</td>
</tr>
<tr>
<td>70-79</td>
<td>C</td>
</tr>
<tr>
<td>&lt;70</td>
<td>F</td>
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University grades:
The University grading system for graduate students is available at http://policies.cua.edu/academicgrad/gradesfull.cfm#iii. Reports of grades in courses are available at the end of each term on http://cardinalstation.cua.edu.

Course Schedule

<table>
<thead>
<tr>
<th>Session No. / Date</th>
<th>Topic</th>
<th>Assignment</th>
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<tbody>
<tr>
<td>1. Jan. 17 (in-person class 1)</td>
<td>Introductions Course structure and requirements Strategic Planning; SWOT; Customer Research</td>
<td><strong>Read:</strong> Walters, Chapters 1-3 <strong>Term Project Assigned</strong></td>
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<tr>
<td>Date Range</td>
<td>Event</td>
<td>Read:</td>
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<tr>
<td>Jan. 24 (in-person class 2)</td>
<td>The 6 P’s; Marketing Project planning and implementation</td>
<td>Walters, Chapters 4-7</td>
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<tr>
<td>Jan. 25 – Jan. 31</td>
<td>Project Work Week 1</td>
<td>Field work plans due Jan. 31</td>
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<tr>
<td>Feb. 1 – Feb. 7 (online class 1)</td>
<td>Online Discussion: Strategy, Planning and Market Research</td>
<td>Beckwith, xiii-20, 55-83; Penniman</td>
</tr>
<tr>
<td>Feb. 8 – Feb. 14 (online class 1)</td>
<td>Project Work Week 2</td>
<td>Revised work plans due Feb. 14 (if needed)</td>
</tr>
<tr>
<td>Feb. 15 – Feb. 21 (online class 2)</td>
<td>Customer Research: Who are the Customers, and What Do They Need?</td>
<td>Beckwith, 21-54, 84-100; Chmelik; Breen; Lee</td>
</tr>
<tr>
<td>Feb. 28 (in-person class 3)</td>
<td>Customer surveys; Customer Orientation In Class Workshop;</td>
<td>Gaddis</td>
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<tr>
<td>Mar. 7</td>
<td>No class – Spring Break</td>
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<tr>
<td>Mar. 9 – Mar. 14 (online class 3)</td>
<td>Project Work Week 3</td>
<td>Midterm Project Reports Due March 14</td>
</tr>
<tr>
<td>Mar. 15 – Mar. 21 (online class 3)</td>
<td>Online Discussion: Branding and Positioning; The Library Brand Image</td>
<td>Clagett; “Perceptions of Libraries” Introduction, Part 3, Conclusion</td>
</tr>
<tr>
<td>Mar. 22 – Mar. 28</td>
<td>Project Work Week 4</td>
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<tr>
<td>April 4 (in-person class 4)</td>
<td>Promotion</td>
<td>Barber &amp; Wallace; Olson; Beckwith, 101-214</td>
</tr>
<tr>
<td>Date Range</td>
<td>Event Description</td>
<td>Read</td>
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<tr>
<td>13. April 5 – April 11</td>
<td>Project Work Week 5</td>
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<tr>
<td>14. April 12 – April 18 (online class 4)</td>
<td>Online Discussion: Evaluation of Marketing;</td>
<td><strong>Read</strong>: Keiser &amp; Stein; Kotler; Beckwith, 215-245</td>
</tr>
<tr>
<td>15. April 25 (in-person class 5)</td>
<td>Project Presentations Wrapup Exercise</td>
<td><strong>Project Final Reports and In-class Presentations due April 25</strong></td>
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<tr>
<td>May 2</td>
<td>Take-home Final Exam</td>
<td>Final Exam due at Noon, Saturday, May 2</td>
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