

Course Number & Name: LIS 477 – Marketing the Library

Description: What is marketing and how is it applied to libraries? Should a library utilize advertising, public relations, publicity, promotion, and advocacy in its approach to its customers? Market research, planning, presentations, communication, implementation and evaluation techniques are primary topics in this analysis and advancement of user needs.

Prerequisites: None

Audience

- **Level:** Basic
- **Environment:** covers a variety of environments

Student Learning Outcomes: 1-5, 7, 8, 10

Topics/List of Lectures:

Suggested Textbooks/Readings:

- Future-Driven Library Marketing, Darlene Weingand. ALA Editions, 1998. ISBN #0-8389-0735-0.

Course History:

April 2005: Changed from two credit *LIS 530F* to three-credit course with new description.

Document prepared by: Nancy Rossiter, 3/05