Course Title: Marketing and User Experience

<table>
<thead>
<tr>
<th>Course Code:</th>
<th>C  C  L  B  4  0  0  7</th>
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<tbody>
<tr>
<td>QF Level:</td>
<td>4</td>
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<tr>
<td>Contact Hours:</td>
<td>39 Hours</td>
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### Aims and Objective

This course is to equip students with the skills needed to design, promote, implement and deliver a wide range of information services in libraries and information centres. Topics also include marketing theories, public relations, user experience, and interpersonal skills in client services.

### Intended Learning Outcomes of the Course

On completion of the course, students should be able to

- ILO1. apply the basic theory of marketing and user experience in the context of library service;
- ILO2. promote different types of library services;
- ILO3. plan and run library programmes and special events;
- ILO4. plan, maintain and update displays, publicity materials and exhibitions;
- ILO5. gather useful information about users and activities in libraries.

### Syllabus

1. Introduction to marketing
   - The marketing audit and libraries
   - The marketing mix and libraries

2. Public relations and libraries
   - Public relations plan
   - Web-based public relations

3. User experience (UX) and discovery
   - Introduction
   - User experience in libraries
   - Library UX design
   - UX skills and tools

4. Library publicity materials

5. Library programmes
   - Programme planning
   - Special events
6. Library exhibits and displays
   - Display techniques
   - Displaying library materials
   - Library exhibitions

7. User education
   - Planning an user education programme
   - Designing an user education programme

8. Interpersonal skills in client services
   - Role and philosophy of library services
   - Dealing with patrons in the library

9. Information services to special populations
   - Information services for business
   - Services for distance education
   - Services to disabilities

Assessment

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<tr>
<th>Type of Assessment (Weighting)</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>Continuous Assessment (100%)</strong></td>
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<td>Assignments (45%)</td>
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<td>Group Project (20%)</td>
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<td>Presentation (5%)</td>
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<td>Written Test (30%)</td>
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Pre-requisite(s)

Nil

Required and Recommended Reading

References:

16.7.2019