Course Title: Marketing and User Support Services

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 concept 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 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. assist difficult library users.

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 and discovery
   - What is user experience
   - User experience metrics

4. Library publicity materials
   - Library guides
   - Annual reports
   - Newsletters
   - Brochures
   - Audio-visual materials

5. Library programmes
   - Programme planning
   - Special events

6. Library exhibits and displays
   - Display techniques
   - Displaying books
   - 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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<thead>
<tr>
<th>Type of Assessment (Weighting)</th>
<th>Description</th>
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<tbody>
<tr>
<td>Continuous Assessment (100%)</td>
<td>Assignment (45%)</td>
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<td>Group project (20%)</td>
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<td>Presentation (5%)</td>
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<td>Test (30%)</td>
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Pre-requisite(s)
Nil

Required and Recommended Reading

Recommended Reading

07.05.2018