Value added Course Syllabus

Course Title: Marketing Libraries in the 21st Century (MLC01)
Course Duration: 30 Hours

Course Objectives:
1. Understand the principles of marketing and their application in libraries.
2. Develop skills in creating effective marketing plans for library services.
3. Learn to identify and analyze target audiences for library programs.
4. Gain proficiency in utilizing social media and digital marketing tools.
5. Explore branding strategies specific to libraries.
6. Understand community engagement and outreach techniques.
7. Learn to measure the effectiveness of marketing efforts.
8. Familiarize with trends in library marketing and user behavior.
9. Develop strategies for promoting library events and programs.
10. Examine case studies of successful library marketing initiatives.

Course Outline:

Week 1: Introduction to Marketing for Libraries (3 hours)
- Overview of marketing concepts and terminology
- The importance of marketing in library services
- Reference Source: *Marketing Libraries in the 21st Century* by Steven M. Cohen

Week 2: Developing a Marketing Plan (3 hours)
- Components of a comprehensive marketing plan
- Setting goals and objectives for library marketing
- Reference Source: *Strategic Marketing for Libraries* by Lisa K. Hussey and Diane L. Velasquez

Week 3: Understanding Your Audience (3 hours)
- Techniques for audience identification and segmentation
- Conducting surveys and focus groups to gather user insights
- Reference Source: *User Experience and User-Centered Design in Libraries* by Rebecca K. Miller

Week 4: Digital Marketing Strategies (3 hours)
- Utilizing social media platforms for library promotion
- Creating engaging online content (blogs, videos, graphics)
- Reference Source: *Social Media for Libraries* by Kathryn L. L. Crumpton

Week 5: Branding Your Library (3 hours)
- Developing a strong brand identity for your library
- Strategies for consistent branding across platforms
- Reference Source: *Library Branding Toolkit* by David Lee King

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Week 6: Community Engagement and Outreach (3 hours)
- Building partnerships with local organizations and schools
- Strategies for effective outreach programs
- Reference Source: *Community Engagement in Libraries* by Barbara A. S. F. M. F. B. R. C.

Week 7: Measuring Marketing Effectiveness (3 hours)
- Metrics and tools for assessing marketing efforts
- Analyzing data to inform future marketing strategies
- Reference Source: *Evaluating Library Marketing* by Susan W. K. S. E. L. P. R.

Week 8: Promoting Events and Programs (3 hours)
- Strategies for marketing library events (workshops, author talks)
- Creating promotional materials and campaigns
- Reference Source: *Event Marketing for Libraries* by Susan A. L. H. C.

Week 9: Trends in Library Marketing (3 hours)
- Current trends impacting library marketing (technology, demographics)
- Adapting marketing strategies to changing user behaviors
- Reference Source: *The Future of Libraries: Marketing Trends and Predictions* by Michael A. Keller

Week 10: Case Studies and Best Practices (3 hours)
- Analyzing successful library marketing campaigns
- Lessons learned from innovative marketing strategies
- Reference Source: *Case Studies in Library Marketing* by Carolyn A. Sheehy

Assessment Methods:
- Participation in discussions and group activities
- Weekly quizzes to reinforce learning
- Final project: Develop a comprehensive marketing plan for a specific library service or event, including goals, target audience, strategies, and evaluation methods.
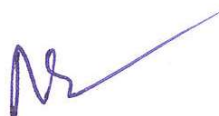
References:
1. Cohen, S. M. (2015). *Marketing Libraries in the 21st Century*. ALA.
2. Hussey, L. K., & Velasquez, D. L. (2016). *Strategic Marketing for Libraries*. ALA.
3. Miller, R. K. (2019). *User Experience and User-Centered Design in Libraries*. ALA.
4. Crumpton, K. L. L. (2017). *Social Media for Libraries*. ALA.
5. King, D. L. (2018). *Library Branding Toolkit*. ALA.
6. S. F. M. F. B. R. C. (2020). *Community Engagement in Libraries*. ALA.
7. S. W. K. S. E. L. P. R. (2018). *Evaluating Library Marketing*. ALA.
8. H. C., S. A. (2019). *Event Marketing for Libraries*. ALA.
9. Keller, M. A. (2020). *The Future of Libraries: Marketing Trends and Predictions*. ALA.
10. Sheehy, C. A. (2017). *Case Studies in Library Marketing*. ALA.

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