



James L. & Dorothy H. Dewar  
COLLEGE of EDUCATION  
& HUMAN SERVICES  
VALDOSTA STATE UNIVERSITY

**Department of Library and Information Studies**  
**MLIS 7240**  
**Marketing Library Services**  
**3 Credit Hours**

**INSTRUCTOR INFORMATION**

Dr. Debi Carruth (she/her)  
Odum Library Room 4680  
[dlcarruth@valdosta.edu](mailto:dlcarruth@valdosta.edu)  
Office Hours: By appointment

**COURSE DESCRIPTION**

**Prerequisite or Co-requisite: MLIS 7200 or consent of the instructor.** Marketing techniques and their applications in all types of libraries. Planning, research, goal setting, relationship marketing, and marketing with technology are considered. Development of marketing plans and tools is included.

**TEXTBOOKS / RESOURCE MATERIALS**

Mon, L.& Koontz, C. (2021). *Marketing and Social Media: A Guide for Libraries, Archives, and Museums, Second Edition*. Lanham: Rowman & Littlefield.

Additional resources (readings, videos, websites, etc.) will be available electronically via GALILEO databases, on Odum Library course reserve, or through the course BlazeView website.

Please familiarize yourself with the VSU policy that prohibits the use of the Interlibrary Loan service for obtaining textbooks at <https://www.valdosta.edu/colleges/education/master-of-library-and-information-science/documents/MLISPolicyonILLRequestsforTextbooks.pdf>.

**COURSE OBJECTIVES**

Upon completion of this course, the student will be able to meet these Student Learning Outcomes (SLOs). The SLOs are aligned with MLS program objectives (<https://www.valdosta.edu/colleges/education/master-of-library-and-information-science/our-program/>)

**SLO 1.** Apply key marketing concepts to libraries and information centers (*ALA Core Competence 4, MLIS PO 3*)

**SLO 2.** Form a marketing plan for a library or information center (*ALA Core Competence 4,8, MLIS PO 3*)

**SLO 3.** Identify effective measurement approaches to market surveys (*ALA Core Competence 4, MLIS PO 3*)

**SLO 4.** Understand theoretical and practical concepts for non-profit marketing (*ALA Core Competence 8, MLIS PO 3*)

**SLO 5.** Identify public relations activities that impact marketing research (*ALA Core Competence 8, MLIS PO13*)

**SLO 6.** Create an effective merchandising approach for information products that reflects knowledge of market segmentation (*ALA Core Competence 4,5,6,7,8 MLIS PO 1,2,3,4*)

## **COURSE ACTIVITIES/ASSIGNMENTS/REQUIREMENTS**

The following list is a brief overview of the assessments used to measure learning outcomes included in this course. Complete instructions for each assignment along with grading criteria will be posted in the BlazeView course site in advance of that assignment's due date.

### **Weekly Discussions (40%)**

Respond to discussion prompts based on readings and your own experiences, and read and reply to fellow students' posts.

### **Course Project: 3 parts (60% total – 20% per part)**

You will choose a library and arrange an interview with the director *or the person responsible for marketing the library's programs and services*. Using the techniques and concepts learned in this course, you will create two (2) marketing plans for your chosen library.

**Part 1:** This plan will target the library's major programs and services

**Part 2:** This plan will focus on a single program, service, or type of material

**Part 3:** You will provide an audio/visual presentation of the plan you created for Part 1. You will use traditional marketing tools *and* social media for both plans.

### **SUBMITTING ASSIGNMENTS**

All assignments must be submitted as instructed on the BlazeVIEW course website using Word formats (.doc or .docx suffixes only) or other formats designated by the instructor. The university's Information Technology (IT) department provides step-by-step guides on how to use VSU's e-mail system and other resources. The IT Help Desk is at <http://www.valdosta.edu/administration/it/helpdesk/>. Their telephone hotline is 229-245-4357. BlazeVIEW is powered by the Desire2Learn (D2L) Brightspace course learning system. D2L provides 24/7 support 365 days a year. To contact D2L, go to <https://D2LHelp.view.usg.edu> or call the hotline at 855-772-0423.

### **LATE SUBMISSIONS, MISSED ASSIGNMENTS, & MAKE UP ASSIGNMENTS**

Assignments due dates are posted in the course BlazeVIEW site. Late submissions will not be accepted or graded. However, if you are having trouble completing an assignment on time, contact me before the due date so that we can discuss a possible extension. I will not grade or give credit for discussion activity completed after the due date/time.

Completely skipping an assignment is not acceptable in graduate school. To be eligible to receive an A in this course requires completing every assignment and submitting within the specified

deadlines. All course work is due inside BlazeVIEW on the date and time indicated on the course calendar (based on the BlazeVIEW clock). Technology problems are not an acceptable excuse for submitting work late unless BlazeVIEW is down at the time the work is due.

### **MLIS PROGRAM E-PORTFOLIO REQUIREMENT**

An E-Portfolio is required for graduation by all students. Assignments from this course that you might consider including in your portfolio include Parts 1, 2, and 3 of your Marketing Project.

### **COURSE GRADES**

Course grades will be awarded as follows:

- A: 90%–100%
- B: 80%–89%
- C: 70%–7%
- D: 60%–69%
- F: Lower than 60%

No grade below a C will be credited toward a VSU graduate degree and students must receive a grade of B or better to earn credit in core courses and the required collection development elective. You must complete all assignments to earn an A in this course.

### **ATTENDANCE POLICY**

VSU requires that you attend class in the first week. For this class, that means you will need to post your introduction in the designated discussion board no later than **Thursday afternoon, August 17**. All course activities will be conducted through BlazeVIEW. Course content is delivered asynchronously according to the course calendar. It is your responsibility to participate in all course activities and submit assignments on time. It is in your best interest to log into the course at least several times each week (daily is best) to check announcements, discussion board posts, and emails.

### **COMMUNICATION**

Communication will be conducted through BlazeVIEW email, postings and replies in the discussion board, and/or BlazeVIEW announcements. Check these areas at least several times per week (daily is recommended) as you are responsible for knowing all information communicated through these channels.

VSU requires that all correspondence between the student and the instructor be conducted through official university channels. To that end, all email correspondence related to this course is to be sent using the email client built into the BlazeVIEW course website. For other correspondence with any VSU faculty members or administrative offices, please use your VSU email account. I do my best to answer email and discussion board questions within 48 hours, Monday through Friday.

### **PROFESSIONALISM**

The Department of Library and Information Studies expects you to pursue your academic endeavors and conduct yourself in a professional and ethical manner. All work submitted in the course must represent your own efforts. Cite sources and include reference information. You should communicate in a professional manner in both speech and writing and maintain a professional attitude, being respectful to others and their viewpoints. Exercise an awareness of the pervasiveness of the online environment and strive to maintain a professional online presence.

## **ACADEMIC INTEGRITY**

You are responsible for knowing and abiding by the Academic Integrity Policy as set forth in the Student Code of Conduct (<https://www.valdosta.edu/administration/student-affairs/student-conduct-office/student-handbook.php>) and the COEHS Policy Statement of Plagiarism (<https://www.valdosta.edu/colleges/education/deans-office/policy-statement-of-plagiarism.php>). All students are expected to do their own work and to uphold a high standard of academic ethics. Consequences for acts of academic dishonesty are detailed in the COEHS Policy Statement of Plagiarism.

VSU's Academic Student Conduct Code states that "no student shall engage in plagiarism, which is presenting the words or ideas of another person as if they were the student's own." Content generated by an Artificial Intelligence third-party service or site (AI-generated content) without proper citation is another form of plagiarism. If you are unsure about whether something may be plagiarism or another form of academic dishonesty, please reach out to me as soon as possible.

For more information, visit Academic Honesty at VSU (<https://www.valdosta.edu/academics/academic-affairs/academic-honesty-at-vsu.php>).

## **STUDENT OPINION OF INSTRUCTION SURVEY**

At the end of the term, all students will be expected to complete an online Student Opinion of Instruction survey (SOI) that will be available through SmartEvals. Students will receive an email notification through their VSU email address when the SOI is available (generally at least one week before the end of the term). SOI responses are anonymous to instructors/administrators, and they will be able to access results only after they have submitted final grades. Before final grade submission, instructors will not be able to see any responses, but they can see the percentage of students who have or have not completed their SOIs. While instructors will not be able to see student names, an automated system will send a reminder email to those who have yet to complete their SOIs. Students who withdraw or drop a course will also be sent invitations to complete the Dropped Course Survey. Complete information about the SOIs, including how to access the survey, is available on the SOI Procedures webpage (<https://www.valdosta.edu/academics/academic-affairs/sois/>).

## **NON-DISCRIMINATION AND TITLE IX STATEMENT**

Valdosta State University (VSU) upholds all applicable laws and policies regarding discrimination on the basis of race, color, sex (including sexual harassment and pregnancy), sexual orientation, gender identity or expression, national origin, religion, age, veteran status, political affiliation, or disability. The University prohibits specific forms of behavior that violate Title IX of the Education Amendments of 1972. Title IX of the Education Amendments of 1972 prohibits discrimination on the basis of sex in education programs and activities that receive federal funding. VSU considers sex discrimination in any form to be a serious offense. Title IX refers to all forms of sex discrimination committed against others, including but not limited to: sexual harassment, sexual assault, sexual misconduct, and sexual violence by other employees, students or third parties and gender inequity or unfair treatment based on an individual's sex/gender. The designated Title IX Coordinator for VSU is Ms. Selenseia Holmes. To view the full policy or to report an incident visit: <https://www.valdosta.edu/administration/student-affairs/title-ix/>

## **ACCOMMODATION STATEMENT**

Students with disabilities who are experiencing barriers in this course may contact the Access Office (<https://www.valdosta.edu/student/disability/>) for assistance in determining and implementing reasonable accommodations. The Access Office is located in University Center Room 4136 Entrance 5. The phone numbers are 229-245-2498 (V), 229-375-5871. For more information, please visit VSU's Access Office or email: [access@valdosta.edu](mailto:access@valdosta.edu). To request reasonable accommodations for pregnancy and childbirth, contact Christina Kidd, Student Conduct Coordinator at [chkidd@valdosta.edu](mailto:chkidd@valdosta.edu). Please note, you will be required to provide documentation from an appropriately licensed medical professional indicating the requested accommodations are medically necessary.

### **Helpful Links**

Technical Support (IT helpdesk)	<a href="https://www.valdosta.edu/administration/it/solutions/">https://www.valdosta.edu/administration/it/solutions/</a>
Center for eLearning (support for BlazeVIEW)	<a href="https://www.valdosta.edu/academics/elearning/">https://www.valdosta.edu/academics/elearning/</a>
Academic Support Center	<a href="https://www.valdosta.edu/asc/">https://www.valdosta.edu/asc/</a>
Hope Connect (Mental Health Services)	<a href="https://www.valdosta.edu/administration/student-affairs/student-health/hope-connect-about.php">https://www.valdosta.edu/administration/student-affairs/student-health/hope-connect-about.php</a>