

Module Details Overview

Module Title: Module 2: IL Marketing skills for Academic staff and librarians - Theory and practice - Creating IL Awareness Campaign Strategies to address all Stakeholders (2d Piloting)

ECTS: 1.5 Credits

In Russia, Kazakhstan and China (for project purposes) 1 Credit = 36 hours

**Contact hours: 16 hours: 4 lessons (each 2 hrs)
The rest is for learners' individual work: 10 hours additional reading (pre-class), 16 hours homework, 8 hours presentations, 4 hours peer-review.**

Learning Outcomes (i.e, "Can-do")

- Understand and use basic concepts of Marketing.
- Be able to utilize IL marketing skills by academic staff and librarians.
- Evaluate information sources for creating IL awareness campaign strategies.
- Develop strategy plan for IL Awareness Campaign.

Module Organiser

Contact Details:

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Target Group:	In-service and pre-service librarians, IL practitioners, academic staff
Participant Requirements:	English (level B1); aware of library functioning and IL.
Module Aims and Overview:	<p>The Module is designed to provide knowledge and skills in the area of IL for:</p> <ol style="list-style-type: none"> 1) Academic staff involved into training academic skills such as IL and academic writing 2) In-service and pre-service librarians <p>The module consists of group discussions about the concepts and principles of creating IL Awareness Campaign Strategies to address all Stakeholders of IL.</p> <p>The Module work load is 1.5 ECTS. It consists of 4 face-to face meetings (4 hrs each), PESTLE and SWOT presentations and the presentation of the projects on IL Awareness Campaign. Assessment includes group discussion, brainstorming and project group work.</p>
Module Materials:	The Module faces the issues relevant not only to general academic community, but also reflects the national peculiarities typical for Russia, Kazakhstan and China. That is why Module

materials include books, articles, guidelines, etc. in national languages. However, not all materials are available for downloading. Some materials are presented only as paper books (i.e. Chinese materials).

General for all:

6 ideas to boost your information centre & library marketing. Available at: <https://www.softlinkint.com/ic/blog/6-ideas-to-boost-your-information-centre-and-library-marketing> {accessed 15 February 2018}

A. Clever, Kelly. (2017). Creative Library Marketing and Publicity: Best Practices, edited by Robert J. Lackie and M. Sandra Wood: New York: Rowman & Littlefield, 2015. 190p. ISBN 978-1-4422-5421-3. Medical Reference Services Quarterly. 36. 105-106. 10.1080/02763869.2017.1260338.

Amarakoon, Lionel. (2014). Social media and library marketing: Is Facebook being used effectively in promoting library resources and services of main university libraries in Sri Lanka?. 10.13140/2.1.3853.5049.

Andrea Cowan, Elsevier (Apr 16, 2013) 12 fast and inexpensive ways to market your library. Available at: <https://libraryconnect.elsevier.com/articles/12-fast-and-inexpensive-ways-market-your-library> {accessed 16 February 2018}

Angela Hursh (2018) 5 Simple Ways to Improve Your Library Marketing. Available at: <http://ideas.demco.com/blog/five-simple-ways-improve-library-marketing/> {accessed 15 February 2018}

Balog, A. (2014). Library marketing strategies in the sphere of engaging volunteers. 57. 109-134.

Chandratre, Shripad & Chandratre, Meghana. (2013). Promote your Library: Library Marketing planning.

Davis, Lindsay & Park, Jen & Dantus, Sabine & Davidson, Chris & Cohen Lafazan, Bonnie & Petit, Joan. (2017). Marketing for the beginner: Resources from the ACRL Library Marketing and Outreach Interest Group. College & Research Libraries News. 78. 612. 10.5860/crln.78.11.612.

Gálvez, Álvaro & Romero Rodríguez, José. (2017). A model to work the learning of literacy through the use of mobile learning. 313-317.

Goulão, Maria. (2014). Performance of Students in an Online Asynchronous Work. *Procedia - Social and Behavioral Sciences*. 116. 4673-4677. 10.1016/j.sbspro.2014.01.1006.

<https://superlibrarymarketing.com/about/> {accessed 15 February 2018}

L. Laspiñas, Marilyn. (2013). Library Marketing: A Promotional Strategy. *IAMURE International Journal of Education*. 5. 10.7718/iamure.ije.v5i1.431.

M Anis, Nisrin & Nisrin Mohd Anis, Siti & Rasli, Amran & Hashim, Noor. (2016). Marketing for Non-Marketers: Inclinations Towards Market Orientation Among Public University Librarians. *International Review of Management and Marketing* 6 (4), pp. 143-149. 6. 143-149.

Marketing the academic library. Elsevier's Learning Trends Series. Available at: <https://libraryconnect.elsevier.com/sites/default/files/Marketing-the-Academic-Library.pdf> {accessed 6 March 2018}

Massis, Bruce. (2014). Library marketing: moving between traditional and digital strategies. *New Library World*. 115. 10.1108/NLW-01-2014-0007.

PESTLE analysis: strategy skills. Available at: <http://www.free-management-ebooks.com/dldebk-pdf/fme-pestle-analysis.pdf>. {accessed 10 March 2018}

Scicluna, Ryan. (2015). The need to promote academic libraries: comparing the University of Glasgow Library and the University of Malta Library's marketing strategies.

Seven key concepts for marketing libraries

Shettar, Iranna. (2013). QR Codes in Libraries: New Delivery Tool for Library Marketing and Information Dissemination. *Journal of Library Management*. 2.

Sriram, V. (2016). Social media and library marketing: Experiences of KN Raj library. 36. 153-157. 10.14429/djlit.36.3.9810.

SWOT analysis: strategy skills. Available at: <http://www.free-management-ebooks.com/dldebk-pdf/fme-swot-analysis.pdf>. {accessed 10 March 2018}

Thorpe, Angie & Bowman, Heather. (2013). Promoting Discovery: Creating an In-Depth Library Marketing Campaign. *Journal of Library Administration*. 53. 10.1080/01930826.2013.853485.

Vrana, Radovan & Kovačević, J. (2013). Users' perception of the library and library services as the basis of the library marketing strategy. *Vjesnik Bibliotekara Hrvatske*. 56. 23-46.

Zhang, Yuyan. (2018). Nuova Vista Public Library – Marketing Management.

China specific:

GUOQING Guo. *Fundamentals of Marketing*. China Renmin University Press. 7th Edition. 2017. (In Chinese) 郭国庆, 2011, 《市场营销学通论(第七版)》, 北京: 中国人民大学出版社。

GUOQING Guo. *Fundamentals of Marketing*. China Renmin University Press. 2017. (In Chinese)

HAOHUI Lin. *Information Literacy for College Students*. Publishing House of Electronics Industry. 2017. (In Chinese) 林豪慧 (编者). 《大学生信息素养》第1版, 北京: 电子工业出版社, 2017年

HAOHUI Lin. *Information Literacy for College Students*. Publishing House of Electronics Industry. 2017. (In Chinese)

HAORU Zhang. *Library marketing research*. National Library of China Publishing House. 1st Edition, 2017. (In Chinese) 张浩如, 《图书馆营销研究》, 国家图书馆出版社; 第1版, 2017

HAORU Zhang. *Library marketing research*. National Library of China Publishing House. 1st Edition, 2017. (In Chinese)

Jiang Xiaoxi. *Research on Promotion Models of Libraries at Home and Abroad*. 姜晓曦. 国内外图书馆营销推广实践模式研究 [J]. *新世纪图书馆*, 2016, (6): 52-56.

LIU Qing, Gao Bo. *The Application of Marketing Strategy in the Alliance of Japanese University Libraries*. 刘青, 高波. 日本高校图

书馆联盟的营销策略应用 ——以JUSTICE为例[J].图书馆,2017,(6):84-90.

QIU Yan. A New Perspective and Thinking on the Promotion of Librarian Service Marketing Ability in Reading Promotion. 邱源. 阅读推广活动中,高校图书馆员服务营销能力提升的新视角与新思路[J].图书馆理论与实践,2018,(2):87-91.

XIE Fan, XU Chunman. Marketing Methods from the Libraries Transform Campaign in the United States. Library Development. 2018,(3):81-86. 谢凡,许春漫.从美国Libraries Transform Campaign看我国图书馆营销[J].图书馆建设,2018,(3):81-86.

ZHANG Haozhi. The library brand building and marketing in the era of Big Data. 张浩如.大数据时代的图书馆品牌建设与营销[J].图书与情报,2016,(5):70-75.

ZHANG Ruhao, FU Wenqi. Research on Library Marketing from the Perspective of Effectiveness-- Illustrated by IFLA International Marketing Awards. Forum of Library. 2018, (2): 126-134. 张汝昊,傅文奇.效能视角下的图书馆营销——以IFLA国际营销奖项目为例[J].图书馆论坛,2018,(2):126-134.

ZHANG Yuequn, XU Ande, TANG Huiyan. Research on Cultural Services Marketing of University Libraries based on Socialized Media张月群,徐安德,唐惠燕.基于社会化媒体的高校图书馆文化服务营销研究[J].图书与情报,2017,(4):130-133.

Kazakhstan specific:

Жардемова М.Г. Информационная культура личности в сфере профессионального образования [Information Culture of a Person in Professional Education]. В сборнике: Социально-культурная деятельность: векторы исследовательских и практических перспектив. Материалы Международной электронной научно-практической конференции. 2017. С. 548-552. In Russian)

Раджабова Н., Проведение маркетингового исследования в библиотеках, Паёмномаи фарханг. 2017. № 1 (37). С. 102-107. (In Russian) [Carrying out marketing research in libraries]

Russia specific:

К деятельности библиотеки, службы информации, [Marketing Approach Towards Librarianship, Informational

Services]. Научные и технические библиотеки. Номер: 3
Год: 2010 Страницы: 46-60 (In Russian)

Мыльникова Е.М., Нагибина Н.П., Шепелева С.В.
Библиотечный маркетинг как инструмент повышения конкурентоспособности учреждения высшего образования [Library Marketing and a Tool to Raise Competitiveness of Higher Educational Institution]. В книге: Проблемы экономики и управления предприятиями, отраслями, комплексами [. Верещагина Л.В., Ворожейкина Т.М., Демидова Е.В., Зуб А.Т., Кожина А.А., Кузьмин С.С., Морозкина С.С., Муллинова С.А., Мыльникова Е.М., Нагибина Н.П., Шепелева С.В. Монография. Под общей редакцией С.С. Чернова. Новосибирск, 2017. С. 137-155. (In Russian)

Протопопова Е.Э., Библиотека, идущая навстречу людям. стратегия продвижения информационно-библиотечных услуг в ходе реализации библиотечного маркетинга, [Library Going to People. Promotion Strategy of Library Information Services in Realization of Library Marketing]. Труды ГПНТБ СО РАН. 2016. № 10. С. 440-447. (In Russian)

Хесус Лау, (2006) Руководство по информационной грамотности для образования на протяжении всей жизни. (Главы 4, 5) [Guidelines on Information Literacy for Lifelong Learning. Chapters 4,5] (In Russian)

Module Assessment:

The course will be concentrated on IL Marketing skills for staff librarians and IL practitioners. It will cover both theory and practice of creating IL Awareness Campaign Strategies based on SWOT and PESTLE analysis.

The Module involves pre-class reading, discussion and group work. That is why the assessment is based on class participation, and group projects - PESTLE and SWOT presentations and Presentation of IL Awareness Campaign based on the problems indicated in SWOT analysis. The feedback is provided in the form of peer-review.

Before the class, the participants perform the necessary reading on the marketing strategies of libraries and library marketing concepts. Based on this background, students are able to discuss and analyze the changing roles of the libraries in the modern society and general academic community.

Classroom discussion participation – 30 %.

Group Presentation 1 (15%) Development of PESTLE national analysis (group work)

Group Presentation 2 (15%) Development of SWOT analysis for the local University library (group work)

Group Presentation 3 (40%) Presentation of IL Awareness Campaign