



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

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

INSTRUCTOR INFORMATION

Name: M. Jewel Eller Suddeth, MBA, MLIS

Office Number: Online

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Office Hours: Phone or Chat by appointment

Website: <http://www.valdosta.edu/colleges/education/master-of-library-and-information-science/faculty.php>

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

REQUIRED TEXT(S)

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

Additional readings from the professional and research literature: Selected journal articles and/or other resources are listed on the course calendar, reading list, and in the weekly folders.

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

Text assignments and Discussion Board Participation: (40 points) Students will be required to read the assigned text materials and respond to posted questions related to the readings. Discussion topics will require in-depth, essay-type responses based on the assigned readings. A schedule of the reading assignments is posted in the course *Assignments Calendar*.

Course Project: 3 parts (60 points total: Part 1 =20 points; Part 2 =20 points; Part 3 = 20 points) 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 library. **Part 1:** This plan will target the library's major programs and services. **Part 2:** The second plan will focus on a single program, service, or type of material. **Part 3:** Using Blackboard Collaborate, you will give an audio/visual presentation of the plan you created for Part 1. You will use traditional marketing tools and social media for both plans. *Full details for this assignment are found in the Assignments Document.*

SUBMITTING ASSIGNMENTS

All written work must be submitted as attachments to the assignment modules in the BlazeView course website using Word formats (.doc or .docx suffixes only) or as a pdf. All written work file names should begin with your last name and first initial and include the assignment name as the file name, for example: SuddethJ_tour.docx The university's Information Technology 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://ww2.valdosta.edu/helpdesk/index.shtml> Their telephone hotline is 229-245-4357.

LATE SUBMISSIONS, MISSED ASSIGNMENTS, & MAKE UP ASSIGNMENTS

All course work is due inside BlazeView on the date and time indicated on the course calendar. Any exception without penalties must be negotiated in advance. Technological crises are not acceptable excuses for submitting work late unless BlazeView is down at the time the work is due.

Up to 20% of the possible assignment grade will be deducted from the student's score for every additional 24 hours or increment thereof that the work is late up until the day the BlazeView assignment submission window closes (noon on Friday unless otherwise identified). If you need additional time to work on an assignment or if you have a scheduling conflict you must contact your instructor BEFORE the assignment is due to discuss your

situation. The instructor WILL NOT accept work after the assignment submission window closes without prior consent.

COURSE GRADES

Course grades will be awarded as follows:

Weekly Readings/ Discussion Board Topics	40%
Course Project (3 parts)	60%

General Grading Scale:

- A Excellent work seen at the graduate level
- B Satisfactory work—better than average work at the graduate level
- C Honest attempt—needs moderate to major revisions to be satisfactory
- D Perfunctory or missing work

Final Grading Scale:

- A Always satisfactory, often excellent
- B Mostly satisfactory, occasionally excellent
- C Sometimes satisfactory, often perfunctory, late or missing
- D Rarely satisfactory, often late or missing
- F Lacking even an attempt to learn or do, dishonesty, plagiarism

NO grade below a C will be credited toward a VSU graduate degree. To be eligible to receive an A in the course, a student must complete *every* assignment.

An overall grade of zero can be assigned to an entire paper or project if the instructor determines that its contents, or parts of its contents, were completed by a second party **or copied into a paper or project from a source without proper citing. Noncompliance with rules on appropriate use of resources will result in zero credit for those parts of the assignment affected.** If you are unsure about the parameters of an assignment, ask for clarification.

ATTENDANCE POLICY

VSU requires that you attend class in the first week. Students will introduce themselves to their classmates, tell where they are in the MLIS program, and other information. All course activities will be conducted through BlazeVIEW and/or other platform(s) as designated by the instructor. 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. Synchronous online chat sessions may be scheduled in consultation with the students.

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.

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.

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/>).

TITLE IX STATEMENT

Valdosta State University (VSU) is committed to creating a diverse and inclusive work and learning environment free from discrimination and harassment. VSU is dedicated to creating an environment where all campus community members feel valued, respected, and included. Valdosta State University prohibits discrimination on the basis of race, color, ethnicity, national origin, sex (including sexual harassment and sexual violence), sexual orientation, gender identity, religion, age, disability, genetic information, or veteran status, in the University's programs and activities as required by applicable laws and regulations such as Title IX. The individual designated with responsibility for coordination of compliance efforts and receipt of inquiries concerning nondiscrimination policies is the University's Title IX Coordinator: Dr. Sherolyn Hopkins, titleix@valdosta.edu, Student Union, Suite 3106, Valdosta State University, Valdosta, Georgia 31698, 229-333-5941. To file a report (not make an inquiry) please visit: https://cm.maxient.com/reportingform.php?ValdostaStateUniv&layout_id=7

ACCOMMODATION STATEMENT

Students with disabilities who are experiencing barriers in this course may contact the Access Office for assistance in determining and implementing reasonable accommodations. The Access Office is located in Farbar Hall. The phone numbers are 229-245-2498 (V), 229-375-5871. For more information, please visit VSU's Access Office (<https://www.valdosta.edu/student/disability/>) or email access@valdosta.edu

Helpful Links

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

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