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Library Network Support Services

TITLE PAGE

LNSS PILOTING MODULE No: 2

TITLE OF MODULE: Marketing skills for librarians.

COURSE MATERIALS: Textbook, presentation, handouts, Flip-chart, smartboard.

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MODULE DESCRIPTION

Type: Piloting Training for librarians, marketing teachers (academic staff).

Semester: Autumn, 1 semester (November-December)

Target Audience: Librarian staff during professional development courses.

Teacher requirements:

- Teacher is familiar with contemporary concepts of Public Relations, Advertising, Marketing and different forms of communications.
- Teacher is experienced in conducting interactive and student centered sessions, has excellent presentation skills and ability to engage students through various teaching strategies

Teachers:

Chetyrbock Natallia - Ph. D., associate Professor, head of Department of Management, Economics and Finance,
Prarouski Andrei - Ph. D., associate Professor, head of Department of World Economy, Marketing, Investments
Kramarenko Anna - senior lecturer, Department of Management, Economics and Finance.

Contact information: natabrest@rambler.ru, prorovag@mail.ru.

Languages: Russian, Materials are provided in Russian

Prerequisites: knowledge of marketing theory, professional activity associated with librarianship

Restrictions:

Summary: This course explores marketing and advocacy in libraries today, within a physical space and online. Starting with the overall concepts of marketing, public relations and advocacy, the course provides a view of how these all work together as a



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continuum, as well as the details of marketing tools. The course provides an integrative approach to the study of the promotion mix, including marketing, advertising, public relations. This course will examine the process by which integrated marketing communications programs are planned, developed, executed and measured for librarians.

Topics include the customer analysis; formulation and analysis of promotional goals; SWOT analysis, planning, organizing, and controlling the promotion function; in-depth discussions of strategic advertising, public relations, relationship marketing and customer relationship management, online and social media marketing, sales promotion and sponsorships.

Overall aim: To ensure the participants knowledge of the linkages and synergetic effects of different communication forms and understand the integration of communication processes. To ensure that participants are able to plan their marketing activities and successfully promote their library services to the consumer.

Learning outcomes:

Develop an awareness of the connection between marketing communications tools, and how each of them can be used effectively- individually or in an integrated mix. Study of peculiarities of marketing communications and developing a marketing plan for libraries.

Key skills:

1. Describe integrated marketing communications (IMC), design and evaluate strategic marketing communication plan
2. Understanding how to carry out SWOT analysis for libraries and the synergetic effects among different communication forms.
3. Writing Integrated Marketing Communication Plan.
4. Understanding of the concept of marketing communications.
5. Study of marketing functions for components.
6. Understanding of the buyer needs and service segment.
7. Ability to identify marketing goals using the concept of marketing mix for library.
8. Create new ways to promote the library.
9. Social marketing and social advertising in the library

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MODULE STRUCTURE	
ECTS credits: 1	Study Hours: 36Hrs (18 in class meetings and 18 independent work)
<p>Taught Hours: 18</p> <p>Day 1: 2 academic hours (90 minutes)</p> <p>Day 2: 2 academic hours (90 minutes)</p> <p>Day 3: 2 academic hours (90 minutes)</p> <p>Day 4: 2 academic hours (90 minutes)</p> <p>Day 5: 2 academic hours (90 minutes)</p> <p>Day 6: 2 academic hours (90 minutes)</p> <p>Day 7: 2 academic hours (90 minutes)</p> <p>Day 8: 4 academic hours (180 minutes)</p> <p>Units:</p> <p>Unit 1: Review of the LNSS project activity, definition of marketing.</p> <p>Unit 2: Basic marketing function (7P), Marketing Mix, Process of marketing control.</p> <p>Unit 3: Marketing management in the library</p> <p>Unit 4: SWOT-analysis, client profile, marketing research.</p> <p>Unit 5: Implementation of the integrated marketing communications.</p> <p>Unit 6: Development of the marketing plan of the library.</p> <p>Unit 7: Creation of the new ways of library advertisement</p> <p>Unit 8: Complex of marketing internet-communications for the library.</p> <p>Unit 9: Social marketing and social advertising in the library</p>	

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Independent study: 18 Hours			
Total: 36 Hours			
Assessment scheme			
Types of assessment:	Units:	Weighting:	Learning Outcomes:
Pre-test –awareness assessment Knowledge indication test	1	Not relevant	Specific to the topic
Assignment 1. Group Presentation N1	2,3,5	10	1-9
Assignment 2. Group Presentation N 2	6	10	1-9
Participation	1-9	20	1-9
Exam (knowledge indication test)	1-9	60	1-9
Description of types of assessment			
<p>The course will be concentrated on the awareness of rising role of marketing activities in institution libraries. All of the assignments will be focused on this issue, although the literature and the class discussions go beyond involving business practices as well.</p> <p>Assignment 1: Group Presentation N1 (10%) Development of a marketing plan for the library of their university. Marketing plan should be include 7 Ps of Marketing Mix (Product, Place, Promotion, Price, People, Physical Environment, Processes). Marketing goals for the library should be defined in presentation. Should be developed SWOT analysis for the library.</p> <p>Assignment 2: Group Presentation N2 (10%) Development and presentation of Communication Plan for the National Awareness Day held each year in Belarus on 2017year,</p>			

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based on the template provided at the beginning of the course.

Participation (20%): activity during training, answers to questions, suggestions.
Exam (60%): Final exams will be based on the book readings assigned, additional reading materials provided.
Presentation of Assignment 1 and 2 to be presented by the students at the end of the course

COURSE PLAN

Activity day	Lesson Topic	Lesson Activities	Estimated student work time in minutes/ hours	Lesson Outcome	Assessment forms
Day 1.	Lesson 1 Review of the LNSS project activity, definition of marketing.	1. Review of the LNSS project activity 2. University library is the structure that provides professional services of finding and provision of the information 3. Library Marketing is based on the service marketing. 4. Characteristic and classification of services	20 minutes 20 minutes 10 minutes 30 minutes	Understanding of the essence library marketing. Understanding of the services marketing.	Survey.

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Day 2	Lesson 2 Basic marketing function (7P), Marketing Mix, Process of marketing control.	1. Definition and elements of the Marketing Mix. Common characteristic of Marketing Mix. 2. Elements of the 7P (“7 Ps”): 1) Product, 2) Price, 3) Distribution, 4) Promotion, 5) People, 6) Procedures that provide the provision of service, 7) Environment in which the service is provided. 3. Comparison of the main models of	10 minutes 30 minutes 10 minutes	Understanding of the Marketing Mix and its parts. Opportunity of practical usage of 7P elements for the library. Knowledge of the marketing control technology.	Survey. Practical tasks

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		<p>marketing complex.</p> <p>4. Marketing Mix for the library.</p> <p>5. Process of marketing control (market opportunities analysis; identification of the new markets; evaluation of marketing potential; selection of the target market; measurement and prediction of the demand, segmentation of the market, review of the target segments of the market).</p>	<p>10 minutes</p> <p>20 minutes</p>		
Day 3	Lesson 3 Marketing management in the library	<p>1. The process of marketing management. Effective marketing management.</p> <p>2. Planning of marketing activities</p> <p>3. Documentation of marketing activities. Guide to drafting marketing.</p> <p>4. Personnel management of marketing.</p> <p>5. Motivation of staff.</p> <p>6. Risk management of marketing activities.</p> <p>7. Performance management and</p>	<p>10 minutes</p> <p>10 minutes</p> <p>10 minutes</p> <p>10 minutes</p> <p>10 minutes</p> <p>10 minutes</p>	<p>Understanding of marketing management in the library.</p> <p>Training planning and documentation in the system of marketing the library.</p> <p>Learning the systems of motivation of library staff.</p> <p>Training risk assessment in the marketing activities of the library.</p>	<p>Survey.</p> <p>Practical tasks</p>

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		marketing effectiveness. 8. Problems of marketing management in the library.	10 minutes		
Day 4	Lesson 4 SWOT-analysis, client profile, marketing research.	1. Essence and usage of approach of library marketing environment measurement on the basis of SWOT-analysis. 2. «Client profile» creation (reader (user) characteristic). 3. Theoretical review of marketing research: definition, role, methods.	40 minutes 20 minutes 20 minutes	Having knowledge about the techniques of implementation of SWOT-analysis of current activity of the university library. Acquiring of «Client (user) profile» creation skills. Acquiring of knowledge about modern marketing research.	Survey. Practical tasks (1 and 2).
Day 5	Lesson 5 Implementation of the integrated marketing communications.	1. Knowledge and understanding of customer-oriented marketing in the library. 2. Skills in development of the marketing plan of the library	40 minutes 40 minutes	Understanding of the marketing communications system. Knowledge and understanding of work of the communicative activity tools. . Knowledge and understanding of new marketing communication technologies.	Survey.
Day 6	Lesson 6 Development of the marketing plan of the	1. Essence and importance of customer-oriented marketing in the library.	40 minutes 40 minutes	Understanding of how to write a marketing plan	Survey

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	library.	2. Marketing plan of the library.			
Day 7	Lesson 7 Creation of the new ways of library advertisement (preparation of high-quality printed materials, new level of communication with mass media and development of partnership relations, advertisement of the National Libraries Day, advertisement for the disabled people)	1. Customer-oriented marketing. 2. Preparation of high-quality printed materials, new level of communication with mass media. 3. Development of partnership relations, advertisement of the National Libraries Day. 4. Advertisement for the disabled people.	50 minutes 10 minutes 10 minutes 10 minutes	Skill of realization of customer-oriented marketing in the library. Skill of preparation of high-quality printed materials Skill of organizing of the partnership relations. Skill of developing of the National Libraries Day Skill of developing of advertisement for the disabled people.	Survey. Presentation development.
Day 8	Lesson 8 Complex of marketing internet-communications for the library.	1. Propaganda of the socially significant values through the advertisement. 2. Formation of the needs and demand of users. 3. Public relations. 4. The non-profit exchange (Instead of personal selling – online presentations, complex library automation system, including	20 minutes 20 minutes 20 minutes 10 minutes	Skill of development and realization of complex of marketing internet-communications for the library. Develop the program of establishing public relations. Develop the channels of non-profit information exchange. Develop the elements of	Survey

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		internet-catalogs, site, WEB 2.0 tools). 5. Direct marketing.	10 minutes	direct marketing.	
Day 8	Lesson 9 Social marketing and social advertising in the library	1. Principles of social communication. 2. Basic steps for creating a social advertising campaign. Theory of behavior change. 3. Setting goals of social advertising campaigns. 4. Campaign strategy in the media. Message. 5. Tools and communication channels. Information requirements. Press release. Lead. 6. Standard efficient approaches to dissemination of the campaign	10 minutes 20 minutes 10 minutes 10 minutes 20 minutes 10 minutes	Training understanding of the principles of social marketing. Training of basic implementation steps of social marketing. Learning the basic methods of marketing communications in social marketing.	Survey. Practical tasks

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TRAINERS GUIDE		
Activity title	Activity description	Suggested materials
Day 1. General review of the LNSS project activity, definition of marketing.	The course should be started with the general review of LNSS project activity. Spokesperson should show the listeners that the University Library is the structure that provides professional services of finding and provision of the information functioning in the marketing environment. Spokesperson substantiate the library marketing is based on service marketing. Characteristic and classification of services. Group Discussion	Presentation «LNSS project» Presentation «Marketing in the library » Texts, white board, Projector.
Day 2. Basic marketing function (7P), Marketing Mix	To consider the main theoretical material of the theme (to consider all elements of Marketing Mix, give examples). To teach how to use the Marketing Mix concept for the library. To teach the basics of marketing management. Group Discussion	Presentation «Basic marketing function (7P), Marketing Mix» Texts, white board, Projector.
Day 3. Marketing management in the library	To consider the main theoretical material of the theme (the process of marketing management, planning of marketing activities, documentation of marketing activities, personnel management of marketing and motivation of staff, risk management, performance management and marketing effectiveness, problems of marketing	Presentation “Marketing management in the library” Texts, white board, Projector.

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	management in the library). To teach how to manage marketing in the library. Group discussion	
Day 4. SWOT-analysis, client profile, marketing research.	To consider the main theoretical material of the theme (objects, structure, algorithm of implementation, modern techniques of SWOT-analysis; goal and tasks, the process of library user profile creation, empathy card; definition, role, methods of marketing research). To teach how to use SWOT-analysis of university library activity, to make the characteristic of the typical library service user. Substantiate the importance of marketing research of the study of reader needs. Group discussion	Presentation «SWOT-analysis, client profile, marketing research» Texts, white board, Projector.
Day 5. Implementation of the integrated marketing communications.	To explain the essence of integrated marketing communications system to the readers. To show the channels of internal communications. To show the tools of communicative activity, advantages and disadvantages of specifies tools. To tell the listeners about modern marketing communications technologies. Group discussion	Presentation «Integrated marketing communications» Texts, white board, Projector.
Day 6. Marketing activity control, development of the marketing plan	To show the essence of marketing activity control. To explain the essence and importance of	Presentation «Marketing activity control»

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of the library.	customer-oriented marketing in the library. To teach how to develop the marketing plan of the library. Group discussion	Texts, white board, projector
Day 7. Creation of the new ways of library advertisement (preparation of high-quality printed materials, new level of communication with mass media and development of partnership relations, advertisement of the National Libraries Day, advertisement for the disabled people)	To explain the opportunities of customer-oriented marketing in the library. To teach how to prepare High-quality printed materials, to show the methods of communication with mass media. To explain the essence of partnership relations. Group discussion.	Presentation «Creation of the new ways of library advertisement » Texts, white board, Projector.
Day 8. Complex of marketing internet-communications for the library.	To show the essence of complex of marketing internet-communications. To show the technology of public relations. To show the content of non-profit exchange and commercial marketing. To relate everything with the library activity. Group discussion.	Presentation «Complex of marketing internet-communications for the library» Texts, white board, Projector.
Day 8. Social marketing and social advertising in the library	To consider the main theoretical material of the theme (principles of social communication, basic steps for creating a social advertising campaign, theory of behavior change, setting goals of social advertising campaigns, campaign strategy in the media, message, tools and communication channels, information	Presentation “Social marketing and social advertising in the library” Texts, white board, Projector.



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	<p>requirements, press release, lead, standard efficient approaches to dissemination of the campaign). Training in social marketing in the library Group discussion.</p>	
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LIST OF SUGGESTED LITTERATURE

1. Kotler, F. Marketing in the third millennium: How to create, win and retain market / Kotler - M .: AST Publishing, 2009.-230 with.
2. Marketing: Theory and Practice: Textbook / under total. Ed. SV Karpov. - M .: Yurayt, 2012. - 408 p.
3. Sekerin VD Principles of Marketing: Textbook / VD Sekerin. - M .: KNORUS, 2012. - 232 p.
4. Bagiev GL Marketing: the textbook / GL Bagiev VM Tarasevich. - SPb .: Peter, 2012. - 560 p.
5. N. Capon Marketing Management: textbook / N. Capon, V. quiver D. MakhAlbert. - SPb .: Peter, 2010. - 832 p.
6. Marketing: Theory and Practice: Textbook / under total. Ed. SV Karpov. - M .: Yurayt, 2012. - 408 p.
7. Marketing: the textbook / under total. Ed. NM Kondratenko. - M .: Yurayt, 2012. - 542 p.
8. Ryzhikov TN Analytical Marketing: What should know Marketing Analyst: a tutorial / TN Ryzhikov. - M .: INFRA-M, 2013. - 288 p.
9. Sekerin VD Principles of Marketing: Textbook / VD Sekerin. - M .: KNORUS, 2012. - 232 p.
10. Egorov N. Fundamentals of Marketing: Textbook / N. Egorov. - M .: INFRASTRUCTURE M, 2014. - 272 p.
11. Marketing: tutorial and workshop / ed. LA Danchenok. - M .: Yurayt, 2014. - 486 p.
12. Wu Jinming «4V»-Marketing Mix In the New Economy // China Industrial Economy. – 2001. – №6. – P. 70–75
13. Schultz DonE. Kitchen, Philip J. Communicating Globally. – Beijing: China Financial & Economic Publishing House. – 2004.
14. Ettenberg E. «4R»-The Next Economy. – Beijing: Enterprise Management Publishing House. – 2003.