

DSC 3

Marketing of Library and Information Products and Services

60 Hours
(45hrs Lect. + 15hrs Tut.)

Course Title & Code	Credits	Credit Distribution of the Course			Eligibility Criteria	Pre-Requisite of the Course (if any)
		Lecture	Tutorial	Practical/ Practice		
DSC 3: Marketing of Library and Information Products and Services	4	3	1	0	BLISc	-

Course Objectives

This course introduces fundamental marketing principles and strategic planning specifically for library environments. Students will learn to conduct market research, implement digital promotion strategies, and develop consolidated information products to enhance library visibility and service sustainability.

Learning Outcomes

After completing this course, students will be able to:

- ☞ Explain the fundamental principles, concepts, and environmental factors influencing the marketing of library and information services.
- ☞ Apply strategic marketing planning, research tools, and analysis techniques in designing user-centred LIS marketing programs.
- ☞ Develop and implement promotional strategies, pricing models, and digital marketing methods for effective dissemination of LIS products and services.
- ☞ Evaluate consultancy practices, information product development, and repackaging methods to enhance library visibility and sustainability.

UNIT I: Fundamentals of Library Marketing **11 Hours**

- ☞ Library Marketing: Concept, Needs, Objectives, and Philosophy
- ☞ Marketing Environment
- ☞ Market Segmentation in LIS
- ☞ Marketing Mix
- ☞ Marketing Information System (MIS)

UNIT II: Strategies, Planning, and Market Research **12 Hours**

- ☞ Strategic Planning for Marketing Library Services
- ☞ Marketing Research: Tools, Techniques, and Applications in Libraries
- ☞ Marketing process in LIS
- ☞ Use of SWOT, PEST, and Competitive Analysis in Library Marketing

UNIT III: Promotion and Delivery of LIS Products and Services **12 Hours**

- ☞ Pricing Models and Distribution Channels
- ☞ Communication Strategies: Advertising, Public Relations, Sales Promotion
- ☞ E-marketing and Digital Promotion Methods for Libraries
- ☞ Social Media Marketing

UNIT IV: Management Consultancy and Information Product Development **10 Hours**

- ☞ Management Consultancy
- ☞ Role of LIS Schools and Library Associations in Consultancy Services
- ☞ Information Analysis and Consolidation
- ☞ Packaging and Repackaging of Information
- ☞ Designing and Developing Consolidated Information Products for Users

Essential Readings

- ☞ BHATT (RK) and BABBAR (P). Marketing Management and Marketing Consultancy in Libraries. Delhi, Sharda Publications. 2022.

- ☞ BHATT (RK). The Survival Kit for Libraries: A Marketing Approach. Delhi, K.K. Publications. 2018.
- ☞ BAKEWELL (KG). Managing user-centred libraries and information services. 2nd ed. London, Maxwell. 1997.
- ☞ CARPENTER (J) and DAVIES (R). Quantification of the overseas consulting market for professional consultancy services in librarianship and information science and information management. London, British Library. 1992.
- ☞ CHAKRABORTY (S). Marketing in library and information services: a changing paradigm. New Delhi, EssEss Publications, 2014.
- ☞ COOTE (H) and BATCHELOR (B). How to market your library services effectively. 2nd ed. London, ASLIB. 1997.
- ☞ GUPTA (DK) and others. Marketing library and information services: international perspectives. Munich, K. G. Saur. 2006.
- ☞ KOTLER (P). Marketing management. 12th ed. Delhi, Prentice-Hall. 2002.

Suggested Readings

- ☞ HELINSKY (ZA). Shortcut to marketing the library. Oxford, Chandos Publishing. 2008.
- ☞ JAIN (AK) and others. Marketing information products and services: a primer for libraries and information professionals. New Delhi, Tata McGraw-Hill. 1999.
- ☞ KOTLER (P) and ARMSTRONG (G). Principles of marketing. 7th ed. New Delhi, Prentice Hall of India. 1996.
- ☞ RAINA (RL). Professional management of library and information systems. New Delhi, Concept Publishing. 1999.
- ☞ ROWLEY (J). Information marketing. London, Ashgate. 2001.
- ☞ SINGH (KP). The Planner: Actions and Reflections. Today & Tomorrow's Printer and Publishers. 2025
- ☞ WEINGAND (DE). Preparing for the customer-driven library: managing programs and services. London, Library Association Publishing. 1995.