

Sant Gadge Baba Amravati University,

Amravati As Per NEP 2020 Syllabus

Faculty: Humanities

Three Years- Six Semesters Bachelor's Degree

Programme B.A-III, SEM-V (Library &

Information Science)

Course Code – 636287

SEC: Library Services Marketing Skill

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Total Teaching Hours	Max Marks	Internal Marks	Total Marks
5.0	V	636287	SEC Theory: Library Services Marketing Skill	2	2	30	30	20	50

Course Code – 636287

SEC: Library Services Marketing Skill

Course Objective	- To understand the concepts, principles, and importance of marketing library and information services. - To identify the information needs of different user groups and design user-oriented services.			
Course Outcomes:	- Explain the concepts, objectives, and importance of marketing in library and information centers. - Identify user needs and apply market segmentation techniques for library services. - Develop marketing strategies using the marketing mix (7Ps) for library services. - Design promotional materials and use digital tools to market library resources and services. - Organize user awareness programmes, exhibitions, and outreach activities.			
Unit System	Contents	Workload Allotted	Weightage of Marks Allotted	Exam Type & Marks
Unit I	Introduction to Library Services Marketing - Concept and definition of marketing. - Evolution of marketing in libraries. - Need and importance of marketing library and information services. - Objectives and principles of library marketing.	8 Hours	8 Marks	Theory-60 Internal Assessment-40 Marks Total Marks-100

Unit II	Users and Market Research • Information needs of different categories of users. • Market segmentation in libraries. • User studies and community analysis. • Methods of assessing user needs.	7 Hours	7 Marks
Unit III	Marketing Planning and Practical Applications • Steps in preparing a library marketing plan. • Budgeting and resource allocation. • Evaluation of marketing programmes. • Practical preparation of promotional materials.	8 Hours	8 Marks
Unit IV	Promotion of Library Services • Public relations and publicity. • Library orientation and user education programmes. • Library exhibitions, book displays, book talks, and reading promotion. • Social media marketing.	7 Hours	7 Marks
References:	• Gupta, D. K., Koontz, C. M., Massisimo, A., & Savard, R. Marketing • Library and Information Services: International Perspectives. K. G. Saur. • Koontz, C. M., & Mon, L. Marketing and Social Media: A Guide for Libraries, Archives, and Museums. Rowman & Littlefield. • Weingand, D. E. Marketing/Planning Library and Information Services. Libraries Unlimited.		