

Course Code: P24 MLS19A

Course Name- 4.4: ELECTIVE–III (A).MARKETING OF INFORMATION PRODUCTS AND SERVICES

Credit Distribution			Total Credits	Internal Marks	Semester Marks	Total Marks
L	T	P	L+T+P	C1	C2	C3
4	-	-	4	25	75	100

Objectives:

- Enable the students learn the fundamental so f marketing, its principles and models.
- Enable the students to comprehend the marketing strategies so information products and services

A. Course Outcome (CO)

After completion of the course, students will become familiar with the basic concepts in Library & Information Science.

COs	Course Outcome	Level	Level
CO 1	Explain the basic marketing concepts and techniques related to Library and Information Science.	Understand	K2
CO 2	Illustrate the applications of Marketing of Information Products techniques in the Library and Information Science.	Apply	K3
CO 3	Examine the various aspects of Information Products and Services related to LIS.	Analyze	K4
CO 4	Formulate the practical aspects of Marketing of Information Products and Services	Create	K5
CO 5	Assesses the outcome of the new marketing plan & research techniques in information industry.	Skill	K6

B. Syllabus

Unit-I

Information Resource: Economics of Information; concepts and Strategies

Unit-II

Portfolio Management BCG Matrix Model; Product Market Matrix; Product Life Cycle, Pricing Information

Unit-III

Marketing Mix; Kotler's FourC's; McCarthy's FourP's(Seven P's)

Unit-IV

Marketing Plan & Research: Market Segmentation, User Behavior and Adoption

Unit-V

Marketing of Information products and services: Information Industry and Social Media.

Unit-VI CURRENT CONTOURS (For Continuous Internal Assessment Only):

Case Studies - IIM Library, Tiruchirappalli- NIT Library, Tiruchirappalli, IIT Library Chennai. Virtual library portals.

Selected Readings:

1. Chandraiah, I., Lincoln and Diana Shotton. Introduction to Marketing of Library and Information Services, New Delhi: Manglam Publications, 2009.
2. Beth C. Thomsett-Scott (Ed) Marketing with Social Media. Chicago: ALATechsource, 2014.
3. Dinesh K. Gupta, Christie Koontz, Angels Massisimo, & Réjean Savard (Eds.) Marketing library and information services: International perspectives. Munich: K.G. Saur, 2006.
4. Anderson AR. Advancing library marketing. Journal of Library Administration. 1(3), 1980, pp. 17–32.
5. Anderson, W. T. Jr., Bentley, C. C. and Sharpe, L K IV. Multi-dimensional marketing: Managerial, societal, philosophical. Austin TX: Austin Press 1976.
6. Bellardo, T. and Wald hart, TJ. Marketing products and services in academic libraries, Libri. 27(3), 1977, pp. 181–194.
7. Dragon, AC. Marketing the library. Wilson library bulletin. 53, 1979, pp. 498–500.
8. Shiva Kanaujia. Marketing information products and services in Indian R&D Library and Information Centres, Library Management, Volume 25 • Number 8/9 • 2004 . pp. 350-360. <https://doi.org/10.1108/01435120410562844>.
9. <https://www.ipinnovative.com/journals/IJLSIT/article-full-text/5262>
10. Khanchandani, Vanita & Nabi Hassan. Marketing of Library Resources, Services and Products: A Case Study of IIT Delhi. DESIDOC Journal of Library & Information Technology, 2016, 36(3), 158-161.
11. Gupta, Dinesh K & Savard, Regean. Marketing Library and Information Services. Encyclopedia of Library and Information Sciences, 2010, 3553-3560. DOI: 10.1081/EELIS3-120044552.
12. Gupta, Dinesh K. Marketing of Library and Information Services: Building a new Discipline for Library and Information Science Education in Asia. Malaysian Journal of Library & Information Science, 2003, 8(2), 95- 108.
13. Dongardive, Prakash. Marketing Library and Information Services. International Journal of Science and Research (IJSR), 2013, 2(11), 227-234.

C. Mapping of COs with POs & PSOs

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