



We acknowledge that we are on the traditional, ancestral and unceded territory of the hən̓q̓əmiñəm speaking Musqueam people.

**The mission of UBC iSchool is to enhance humanity's capacity to engage information in effective, creative and diverse ways, through innovative research, education and design.**

## **LIBR 570 – Marketing in Information Organizations – Course Syllabus (3)**

<b>Program:</b>	MLIS
<b>Year:</b>	2019
<b>Course Schedule:</b>	Thursdays 6-8:50 p.m.
<b>Location:</b>	Terrace Lab / online
<b>Instructors:</b>	Dan Slessor and Jessica Woolman
<b>Office location:</b>	iSchool Adjunct Office
<b>Office phone:</b>	
<b>Office hours:</b>	By appointment
<b>E-mail address:</b>	<a href="mailto:dan.slessor@ubc.ca">dan.slessor@ubc.ca</a> and <a href="mailto:jessica.woolman@ubc.ca">jessica.woolman@ubc.ca</a> <i>Please email both instructors for all communications about assignments, grades, course topics, etc.</i>
<b>Learning Management Site:</b>	<a href="https://canvas.ubc.ca">canvas.ubc.ca</a>

**Course Goal:** To prepare information professionals to design, implement, and evaluate marketing and communications plans based on analysis, research and planning in order to improve customer service and reach new audiences.

### **Course Objectives:**

#### **Upon completion of this course students will be able to:**

1. Define and explain basic marketing terminology and concepts as they apply to information organizations. [2.1, 2.2, 3.2]
2. Articulate the role and function of marketing in enabling the information agency to fulfill its mission. [2.1, 5.2]
3. Segment an information organization's market in order to provide targeted services. [1.1, 3.2, 4]
4. Analyze external opportunities and threats and internal strengths and weaknesses as a basis for determining strategies and actions [3.2, 4]
5. Apply marketing theory and concepts to improve customer service. [1.1]
6. Integrate marketing strategies in an information organization context and create marketing and communications plans. [2.1, 2.2, 3.1, 3.2, 5.2]

### **Course Topics:**

- Understanding marketing as an organizational orientation



- The marketing process
- Market segmentation and analysis
- Competitor segmentation and analysis
- Value propositions and branding
- Marketing mix (or marketing tactics)
- Developing a communications plan and marketing strategies
- Measurement and evaluation
- Integrated marketing communications
- Personal advocacy
- Strategic Planning
- Customer Relationship Management

**Prerequisites:**

- MLIS and Dual MAS/MLIS: Completion of MLIS Core or permission of iSchool Graduate Advisor
- MAS: completion of MAS core and permission of the iSchool Graduate Advisor [recommended co-requisite: ARST 570]

**Format of the course:** The format of this course is a blended in-person/online style. The majority of class content will be delivered online through asynchronous recorded lectures, online readings, and online activities. There will be five mandatory in-person classes at the beginning, middle, and end of the course. The in-person sessions will be a mix of labs/workshops, guest speakers and discussions about the final assignment. All dates for in-person classes will be confirmed during the first day of class on January 3. Class participation will primarily take place in online discussion forums.

**Required and Recommended Reading:** This class does not require the purchase of a textbook. Weekly readings will be assigned and available through the Library Course Reserves tool in Canvas.

**Course Assignments**

Assignment Name	Due Date	Weight	Graduate Competencies
Class participation through online discussion forum and attendance	Ongoing	10%	1.4, 2.1, 2.2
<i>Mini-assignments – individual (20%)</i>			
Mini-Assignment 1: Market Orientation Analysis	Jan 24	10%	1.3, 2.1
Mini-Assignment 2: Positioning and branding	Feb 14	10%	1.4, 2.1, 2.2
<i>Major assignments – group (70%)</i>			
Major Group Assignment 1: Market Analysis	Feb 28	30%	1.3, 2.1
Major Group Assignment 2: Marketing Plan	Apr 8	30%	2.1, 3.1, 3.2
Major Group Assignment 2: Presentation	Apr 4	10%	2.1, 2.2, 3.1, 5.2

**Course Schedule [week-by-week]:**

Week	Dates	Topics	Delivery
Week 1	Jan. 3 – 6	Introduction to Marketing	In-Person Jan. 3, 6 – 8:50pm, Terrace Lab Online lecture
Week 2	Jan. 7-13	Marketing Process, Part 1: Situational Analysis	Online
Week 3	Jan. 14-20	Marketing Process, Part 2: Marketing Strategy <ul style="list-style-type: none"> <li>Segmenting a market</li> </ul>	In-person lab, Jan. 24, 6 – 8:50pm, Terrace Lab Online lecture
Week 4	Jan. 21-27	Marketing Process, Part 2: Marketing Strategy <ul style="list-style-type: none"> <li>Targeting and Positioning</li> </ul> <i>Mini-Assignment #1 due</i>	Online
Week 5	Jan. 28 – Feb. 3	Marketing Process, Part 3: Marketing Mix	Online
Week 6	Feb. 4-10	The Marketing Plan	In-person guest speaker Feb 7, 6 – 8:50pm, Terrace Lab Online lecture
Week 7	Feb. 11-17	Marketing Process, Part 3: Marketing Mix Promotions  <i>Mini-Assignment #2 due</i>	Online
Week 8	Feb. 18-24	Reading Week	NO CLASS
Week 9	Feb 25-Mar. 3	Marketing Mix: Promotions cont'd and Integrated Marketing Communications  <i>Major Assignment #1 due</i>	Online
Week 10	Mar. 4-10	Marketing Mix: Integrated Marketing Communications (cont'd)	Online
Week 11	Mar. 11-17	Marketing Process, Part 4: Implementation, Measurement and Control	In-Person guest speaker and social media lab, Mar. 14, 6 – 8:50pm, Terrace Lab
Week 12	Mar. 18-24	Marketing Process, Part 4: Implementation, Measurement and Control (cont'd)	Online
Week 13	Mar. 25-Apr. 3	Strategic Planning and Advocacy	Online
Week 14	Apr. 4-10	Major Assignment #2 Presentations & Wrap-Up  Major Assignment #2 due	In-Person presentations, Apr. 4, 6 – 8:50pm, Terrace Lab

**Attendance:** There are only five in-person classes, so attendance is required in all class meetings. If you know you are going to be absent you must inform us beforehand if at all possible. Up to 2 excused



absences are allowed, with prior notification to us. Additional absences will require a note from a health professional or Access and Diversity.

**Evaluation:** All assignments will be marked using the evaluative criteria given on the [iSchool web site](#).

**Access & Diversity:** Access & Diversity works with the University to create an inclusive living and learning environment in which all students can thrive. The University accommodates students with disabilities who have registered with the Access and Diversity unit: [<https://students.ubc.ca/about-student-services/access-diversity>]. You must register with the Disability Resource Centre to be granted special accommodations for any on-going conditions.

**Religious Accommodation:** The University accommodates students whose religious obligations conflict with attendance, submitting assignments, or completing scheduled tests and examinations. Please let your instructor know in advance, preferably in the first week of class, if you will require any accommodation on these grounds. Students who plan to be absent for family obligations, or other similar commitments, cannot assume they will be accommodated, and should discuss with the instructor before the course drop date. UBC policy on Religious Holidays: <http://equity.ubc.ca/days-of-significance-calendar/>

## Academic Integrity

### Plagiarism

The Faculty of Arts considers plagiarism to be the most serious academic offence that a student can commit. Regardless of whether or not it was committed intentionally, plagiarism has serious academic consequences and can result in expulsion from the university. Plagiarism involves the improper use of somebody else's words or ideas in one's work. The UBC policy on Academic Misconduct is available here: <http://www.calendar.ubc.ca/Vancouver/index.cfm?tree=3,54,111,959>.

It is your responsibility to make sure you fully understand what plagiarism is. Many students who think they understand plagiarism do in fact commit what UBC calls "reckless plagiarism." The UBC Learning Commons has a resource page on how to avoid plagiarism, with policies on academic integrity and misconduct found here: [<http://learningcommons.ubc.ca/resource-guides/avoid-plagiarism/>]

If after reading these materials you still are unsure about how to properly use sources in your work, please ask your instructor for clarification.

## Other Course Policies as Relevant

### Expectations:

1. Engage thoughtfully and critically –engage with texts, videos, and course content in a thoughtful and critical manner. Find a constructive way to share your ideas, both positive and negative, with the content.
2. Participate in the online community – demonstrate your academic engagement with this course by participating in the online community on a regular basis. Regular participation is crucial to exploring marketing concepts and being actively engaged in learning.



3. Commit to your learning – as a graduate student in the information profession it is expected that you commit to learning in this online environment. This requires self-discipline and a desire to provide quality work
4. Expect support from your instructors – it is the instructors' role to support your learning goals and outcomes. Expect frequent two-way communication and support, including online chat availability and emails answered within 24 hours.

### **Communication and support from instructors**

Due to the nature of the course, instructors will be available via online chat and email, but contact us for in-person appointments as needed. Please email both instructors for all communications about assignments, grades, etc. For quickest response, use the Canvas Inbox feature to send emails.