COMPULSORY COURSES

Paper – M-106 - MARKETING OF LIBRARY AND INFORMATION PRODUCTS AND SERVICES

UNIT – I: Fundamental Concepts
Needs, Objectives and Philosophy
Marketing Environment: Producer, Consumer – Buyer Behaviour
Marketing Information System
Market Segmentation
Marketing Mix

UNIT – II: Strategies and Techniques
Strategic Planning
Marketing Research
Marketing Process

UNIT – III: Promotion of LIS Products and Services
LIS Products and Services as a Marketable Commodity
Pricing, Distribution Channels and Communication Strategies
Advertising, Sales Promotion
Public Relations
E-Marketing

UNIT – IV: Management Consultancy
Evolution, Need and Objectives
Voluntary versus Authenticated Consultancy
Impact of Management Consultancy on Librarianship
Role of Library Associations and LIS Schools

UNIT – V: Information Analysis, Consolidation and Re-Packaging
Information Analysis and Consolidation: Concept, Need and Purpose
Packaging and Re-Packaging: Concept, Need, Purpose and Criteria
Information Consolidation Products: Concept, Types, Design and Development
Recommended Books


