

COMPULSORY COURSES

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

UNIT – I: Fundamental Concepts

[Click Title for Old Question Papers.](#)

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

1. **BAKEWELL (K G)**. Managing user-centred libraries and information services. Ed. 2. 1997. Maxwell, London.
2. **BUTCHER (Helen)**. Meeting manager's information needs. 1998. ASLIB, London.
3. **CARPENTER (J)** and **DAVIES (R)**. Quantification of the overseas consulting market for professional consultancy services in librarianship and information science and information management. 1992. Research and Development, British Library, London.
4. **COOTE (Helen)** and **BATCHELOR (Bridget)**. How to market your library services effectively. Ed. 2. 1997. Aslib, London.
5. **GUPTA (D K), et al.** Marketing library and information services: international perspectives. 2006. K.G. Saur, Munich.
6. **HELINSKY (Z)**. A short-cut to marketing the library. 2008. Chandos Publishing, Oxford.
7. **JAIN (Abhinandan K), et al.** Marketing information products and services: a primer for libraries and information professionals. 1999. Tata McGraw-Hill, New Delhi.
8. **KOTLER (Philip)**. Marketing management. Ed.12. 2002. Prentice Hall, Delhi.
9. **KOTLER (Philip)** and **ARMSTRONG (Gary)**. Principle of marketing. Ed. 7. 1996. Prentice- Hall of India, New Delhi.
10. **ROWLEY (Jenifer)**. Information marketing. 2001. Ashgate, London.