



LIBR 570 – MARKETING IN INFORMATION ORGANIZATIONS

We acknowledge that we are on the traditional, ancestral and unceded territory of the hə̀nqəmihə̀m 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.

COVID-19 STATEMENT

For our in-person meetings, it is important that all of us feel as comfortable as possible engaging in class activities while sharing an indoor space. You are required to wear a non-medical mask during our in-person meetings, for your own protection and the safety and comfort of everyone else in the class. Non-medical masks that cover our noses and mouths are a primary tool for combating the spread of COVID-19. Further, according to the provincial mandate, masks are required in all indoor public spaces including lobbies, hallways, stairwells, elevators, classrooms and labs. Please note that there may be students who have medical accommodations for not wearing a mask. Please maintain a respectful environment.

You will also be required to sit in the same seat in the classroom for all of our in-person meetings to assist with contact tracing should someone in the classroom become ill.

Illness in the Classroom

If you are sick, it is important that you stay home. Complete a self-assessment for COVID-19 symptoms here: <https://bc.thrive.health/covid19/en>

In this class, the marking scheme is intended to provide flexibility so that you can prioritize your health and still succeed. **Attendance at in-person classes will not be counted towards your final participation mark.**

If you miss class because of illness:

- Consult the class resources on Canvas.
- Use the discussion forum(s) for help.
- If you are concerned that you will miss a key activity (such as your final presentations) due to illness, contact the instructor as soon as possible to discuss.

As your instructors, if we are unwell, we will not come to class. We will make every reasonable attempt to communicate our plans as soon as possible (by email, on Canvas, etc.). If this happens, you will receive an email/an announcement in Canvas informing you how to join the class. If we are well enough to teach but are taking precautions to avoid contacting others while ill, we may hold the class online. Our classroom will still be available for you to sit in and attend an online session.

COURSE INFORMATION

Course Title	Course Code, Section	Credit Value
Marketing in Information Organizations	LIBR 570	3

Class Time	Class Location	Session Term
<p>This class is a hybrid in-person and online course.</p> <p>We have a classroom available for this class on Fridays, 9:00am to 12:00pm, from September 10 to December 3.</p> <p>Most modules are delivered asynchronously, with pre-recorded lectures that may be viewed at your own pace. However, there are several in-person classes. Dates and times will be confirmed at the first in-class meeting on September 10, 10am-12pm.</p> <p>Due to the current state of the COVID-19 pandemic, attendance at in-person sessions will not be counted towards your final grade.</p>	IBLC 155	2020WT1

Calendar Description

To prepare information professionals to design, implement, and evaluate marketing and communications plans.

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

Corequisites

- MAS: recommended co-requisite: ARST 570

Course Structure

The format of this course is a blended in-person/online model. The majority of class content will be delivered online through asynchronous recorded lectures, readings, and online activities. There will be approximately 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 September 10. Class participation will primarily take place in online discussion forums.

INSTRUCTOR INFORMATION

Both instructors prefer to be contacted directly through Canvas Inbox.

Course Instructor	Email	Office Location	Office Hours
Alyssa Green, MLIS	alyssavg@ubc.ca	NA	By appointment
Dan Slessor, MLIS	dan.slessor@ubc.ca	NA	By appointment



Contact Details

Please contact **both** instructors for all communications about assignments, grades, course topics, etc. Both instructors are available to meet via Zoom or phone to discuss the course.

COURSE DESCRIPTION

Course Overview

This course is designed to introduce students to the fundamentals of marketing and to teach students to apply basic concepts and practices to information organizations. This will be achieved by learning about the following 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

Learning Outcomes

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]

Learning Activities

The course will use a range of learning activities to help students engage in the content. There will be a mixture of group and individual work to help students experience a range of expectations they will encounter in the workplace. There will be online discussion forums, in-person activities, and possibly Zoom-based discussion groups to familiarize students with the different ways organizations use technology. There will be a presentation of the major assignment to help students develop public speaking skills. Additional learning activities will be used throughout the course to build a robust learning environment.

Learning Materials

This class does not require the purchase of a textbook. Weekly readings will be assigned and available either through direct links or through the Library Online (LOCR) tool in Canvas.

ASSESSMENTS FOR LEARNING

Summary

#	Component	Learning Outcome	Due Date	Weight
1	Class participation through online discussion forum and attendance		Ongoing, see Course Schedule	10%
2	Mini-assignment 1: Market orientation analysis	1, 2	Sept 27	15%
3	Mini-assignment 2: Positioning and branding	3	Nov 1	15%
4	Major Group Assignment 1: Market analysis	1, 2, 3, 4	Oct 18	20%
5	Major Group Assignment 2: Marketing plan presentation	1, 2, 3, 4, 5, 6	Dec 4	30%
6	Major Group Assignment 2: Marketing plan	1, 2, 3, 4, 5, 6	Dec 7	10%
	Total			100%

Details of Assessments

Students will be assessed on their, participation, individual work, and group work though out this course. We have grading rubrics with assessment criteria for each component available on Canvas on the Assignment page.

Grading Scheme

Grade	Percent	Level of Achievement
A+	90-100	Exceptional
A	85-89	Exceptional
A-	80-84	Exceptional
B+	76-79	Competent
B	72-75	Competent
B-	68-71	Competent
C+	64-67	Adequate
C	60-63	Adequate
C-	55-59	Adequate
D	50-54	Adequate
F	00-49	Inadequate

Missed or Late Assignments, and Regrading of Assessments

All assignments will be marked using the evaluative criteria given on the UBC web site at <https://www.grad.ubc.ca/faculty-staff/policies-procedures/grading-practices> and using the rubrics available on the Canvas course. Assignments submitted after the deadline will receive a 5% deduction from the final mark. Another 5% will be deducted for every three (3) days that passes after the deadline. We understand that our current



situation is unprecedented and students may have external pressures that preclude them from getting an assignment in on time. Please reach out to the instructors at your earliest convenience to negotiate an extension.

COURSE SCHEDULE

(Subject to change with class consultation)

Week	Date	Topics / Readings / Activities	Assessments Due
1	Sept 7 – 12 In-Person Meeting Sept 10, 10am	Introduction to Marketing	Discussion Forum: “Getting to Know You!” due September 12
2	Sept 13 – 19	Marketing Process, Part 1: Situational Analysis	
3	Sept 20 – 26 In-Person Meeting Sept 24, 10am	Marketing Process, Part 2: Marketing Strategy • Segmenting a market	Mini-Assignment #1 due September 26
4	Sept 27 – Oct 3	Marketing Process, Part 2: Marketing Strategy • Targeting and Positioning	
5	Oct 4 – Oct 10	Marketing Process, Part 3: Marketing Mix	Discussion Forum “Marketing Mix” due October 10
6	Oct 11 – Oct 17 In-Person Meeting Oct 15, 10am	The Marketing Plan	<i>Major group assignment #1 due October 17</i>
7	Oct 18 – Oct 24	Marketing Process, Part 3: Marketing Mix Promotions	
8	Oct 25 – Oct 31	Marketing Mix: Promotions continued and Integrated Marketing Communications	<i>Mini-Assignment #2 due October 31</i>
9	Nov 1 – Nov 7 In-Person Meeting, Nov 5, 10am	Marketing Mix: Integrated Marketing Communications continued • Social Media Marketing and management In-Person Lab and Guest Lecture, Scott Fraser, Manager of Marketing, Vancouver Public Library	Discussion Forum “Promotions” due November 7
10	Nov 8 – Nov 14	Reading Break	
11	Nov 15 – Nov 21	Marketing Process, Part 4: Implementation, Measurement and Control	Discussion Forum, “When Projects Go Awry” due November 21
12	Nov 22 – Nov 28	Strategic Planning and Advocacy	

Week	Date	Topics / Readings / Activities	Assessments Due
13	Nov 29 – Dec 3 In-Person Meeting Dec 3, 10am	Course Wrap-up and Final Presentations	Major Group Assignment # 2 Presentation due Dec 3 Major Group Assignment #2 due December 6

UNIVERSITY POLICIES

UBC provides resources to support student learning and to maintain healthy lifestyles but recognizes that sometimes crises arise and so there are additional resources to access including those for survivors of sexual violence. UBC values respect for the person and ideas of all members of the academic community. Harassment and discrimination are not tolerated nor is suppression of academic freedom. UBC provides appropriate accommodation for students with disabilities and for religious observances. UBC values academic honesty and students are expected to acknowledge the ideas generated by others and to uphold the highest academic standards in all of their actions.

Details of the policies and how to access support are available on [the UBC Senate website](#).

Academic Integrity

The academic enterprise is founded on honesty, civility, and integrity. As members of this enterprise, all students are expected to know, understand, and follow the codes of conduct regarding academic integrity. At the most basic level, this means submitting only original work done by you and acknowledging all sources of information or ideas and attributing them to others as required. This also means you should not cheat, copy, or mislead others about what is your work. Violations of academic integrity (i.e., misconduct) lead to the breakdown of the academic enterprise, and therefore serious consequences arise and harsh sanctions are imposed. For example, incidences of plagiarism or cheating may result in a mark of zero on the assignment or exam and more serious consequences may apply when the matter is referred to the Office of the Dean. Careful records are kept in order to monitor and prevent recurrences. A more detailed description of academic integrity, including the University's policies and procedures, may be found in the [UBC Calendar: Student Conduct and Discipline](#).

Academic Accommodation for Student with Disabilities

Academic accommodations help students with a disability or ongoing medical condition overcome challenges that may affect their academic success. Students requiring academic accommodations must register with the [Centre for Accessibility](#). They will determine the student's eligibility for accommodations in accordance with [Policy 73: Academic Accommodation for Students with Disabilities](#). Academic accommodations are not determined by your instructors, and instructors should not ask you about the nature of your disability or ongoing medical condition, or request copies of your disability documentation. However, your instructor may consult with the Centre for Accessibility should the accommodations affect the essential learning outcomes of a course.

OTHER COURSE POLICIES

Copyright

All materials of this course (course handouts, lecture slides, assessments, course readings, etc.) are the intellectual property of the Course Instructor or licensed to be used in this course by the copyright owner. Redistribution of



these materials by any means without permission of the copyright holder(s) constitutes a breach of copyright and may lead to academic discipline.