THE UNIVERSITY OF BRITISH COLUMBIA

School of Information

Faculty of Arts

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

iSchool Mission: Through innovative research, education and design, our mission is to enhance humanity's capacity to engage information in effective, creative and diverse ways.

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

Program:
Year: 2023
Course Schedule: Asynchronous Online with Synchronous Online Sessions (Fridays, 2:00pm – 5:00pm)
Location: Online
Instructor: Alyssa Green & Dan Slessor
Office location: iSchool Adjunct Office
Office phone: N/A
Office hours: Both instructors are available to meet via Zoom or phone to discuss the course at a time that suits the student and instructor.
E-mail address: **Both instructors prefer to be contacted directly through Canvas Inbox as this channel is checked more frequently. Please contact both instructors for all communications about assignments, grades, course topics, etc.**
Dan Slessor: dan.slessor@ubc.ca
Alyssa Green: alyssavg@ubc.ca
Learning Management Site: http://lthub.ubc.ca/guides/canvas/

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].

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

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. [1.4, 2.1, 2.2, 3.2]
2. Articulate the role and function of marketing in enabling the information agency to fulfill its mission. [1.4, 2.1, 5.2]
3. Segment an information organization's market in order to provide targeted services. [1.1, 3.2, 4.1]
4. Analyze external opportunities and threats and internal strengths and weaknesses as a basis for determining strategies and actions [3.2, 4.1]
5. Apply marketing theory and concepts to improve customer service. [1.1, 3.2, 5.2]
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:

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:

- Marketing Orientations and Philosophies
- Marketing Process:
  - Situational Analysis
  - Marketing Strategy
    - Segmenting
    - Targeting
    - Positioning
  - Marketing Mix
    - 7 Ps (Product, Price, Place, Promotion, Physical Evidence, Process, People)
  - Implementation and Control
- Strategic Planning and Advocacy
- Lab topics:
  - Market research
  - Writing copy for promotions
  - Marketing yourself! Getting ready for the job hunt.
  - Guest lecture(s)

See course schedule below for further details.

Format of the course:

This course is delivered completely online. Each week will include an asynchronous lecture which will incorporate video, text, and sometimes audio materials. There will be required and optional readings and activities each week.

We will also meet synchronously via Zoom 5 – 7 times throughout the semester. The dates that we have identified for synchronous sessions are noted in the course schedule below. Attendance at the synchronous sessions is mandatory and contributes to your overall participation grade.

In terms of estimated number of weekly hours students should dedicate to this class (preparation activities + class activities), it is difficult to quantify it into hours. Some weeks will be busier than others. Past students have indicated the workload for this course to be "average." As alumni of the iSchool, we understand the pressures that graduate students face. We send quarterly surveys to students to gauge workload and stress levels and adjust our course accordingly.

Required and Recommended Reading:
Weekly readings are available on Canvas and in LOCR. We use an open e-textbook, *Principles of Marketing* (2015), which can be accessed here: https://open.lib.umn.edu/principlesmarketing/

This is a Zero Textbook Cost (ZTC) course. Students are not expected to purchase any reading materials.

Course Assignments:

Assignment Name	Due Date	Weight	Graduate Competencies
Individual Assignments			
Mini-Assignment #1: Marketing Orientations	January 29	15%	1.4, 2.1, 2.2, 3.2
Mini-Assignment #2: Targeting and Positioning	March 5	15%	1.4, 2.1, 2.2, 3.2
Participation • Attendance at synchronous meetings (5%) • Completion of self-assessment quizzes and/or discussion forums (5%)	N/A	10%	1.4
Group Assignments			
Major Assignment #1: Situational Analysis	February 12	20%	1.1, 2.1, 3.1, 3.2 4.1, 5.2
Final Presentations (Group/Individual)	March 31	10%	2.1, 2.2, 3.1, 5.2
Major Assignment #2: Marketing Plan	April 5	30%	1.1, 2.1, 3.1, 3.2, 4.1, 5.2

Course Schedule [week-by-week]:
(Subject to change with class consultation)

Week	Date	Topics / Readings / Activities	Assessments Due
1	Jan 9 - 15 **Zoom Meeting Jan 13 2pm**	Introduction to Marketing • What is marketing? • Marketing orientations • Why should information professionals study marketing?	Discussion Forum: "Getting to Know You!" due **Jan 15**
2	Jan 16 – 22	Marketing Process, Part 1: Situational Analysis • Market research • Industry overview • Customer overview • Competitor overview and competitive advantage • SWOT/TOWS & PEST analyses	
3	Sept 20 – 26 **Zoom Meeting Jan 27, 2pm**	Marketing Process, Part 2: Marketing Strategy • Segmenting a market based on needs, demographics, behaviour, and geography	Mini-Assignment #1 due **Jan 29**
4	Jan 30 – Feb 5 **Zoom Meeting Feb 5, 2pm**	Marketing Process, Part 2: Marketing Strategy • Identifying a target market • Positioning your organization through positioning statements and branding	
5	Feb 6 - 12	Marketing Process, Part 3: Marketing Mix • The tools used to implement your marketing strategy: 7 Ps (Product, Place, Price, Promotion, Physical Evidence, Process, People)	*Major Group Assignment #1 due* **Feb 12**

6	Feb 13 - 19 **Zoom Meeting Feb 17, 2pm**	The Marketing Plan • Overview of the Marketing Plan project • Developing SMART Goals	
7	Feb 20 – 26	Reading Week	
8	Feb 27 – Mar 5	Marketing Process, Part 3: Marketing Mix: Promotions I • Introducing promotion channels, terminology, and the promotion mix	*Mini-Assignment #2 due* **March 5**
9	Mar 6 – Mar 12	Marketing Process, Part 3: Marketing Mix: Promotions II • Digital marketing • Integrated marketing communications	
10	Mar 13 – 19 **Zoom Meeting, Mar 17, 2pm**	Guest Lecture, Scott Fraser, Manager of Marketing, Vancouver Public Library Optional: Job Hunt Discussion / Lab	
11	Mar 20 – 26 **Zoom Meeting, Mar 24, 2pm**	Marketing Process, Part 3: Marketing Mix: Promotions III • Social Media Marketing	
12	Mar 27 – Apr 2 **Zoom Meeting Mar 31, 2pm**	Final Presentations • Due to Easter weekend and the term ending on a Thursday, this is our final opportunity to meet on a Friday this semester.	*Final Presentations* **March 31, 2pm**
13	Apr 3 – Apr 9	Marketing Process, Part 4: Implementation, Measurement and Control	
14	Apr 10 – Apr 13	Strategic Planning and Advocacy • What is strategic planning? • Strategic planning process • Mission, vision, and values statements Advocacy	*Major Group Assignment #2 due* **Apr 13**

Attendance:

Attendance is required in all synchronous class meetings. If you know you are going to be absent you must inform us beforehand if possible.

Attendance of synchronous sessions makes up 5% of your overall participation grade. More than 1 missed class without consultation with your instructors will result in 1% being deducted from your final grade, up to a total of 5%.

Evaluation: All assignments will be marked using the evaluative criteria given on the iSchool web site.

Assignments are graded using a rubric template that is attached to each assignment. Each rubric follows the following grading format:

Perfection	Exceptional	Exceeds Expectations	Meets Expectations	Needs Improvement	Not Acceptable
Mark out of 4: 4	Mark out of 4: 3.5 – 4	Mark out of 4: 3.1 – 3.3	Mark out of 4: 2.7 – 3	Mark out of 4: 2.4 – 2.6	Mark out of 4: 0 – 2.3
iSchool Grade Range: 100%	iSchool Grade Range: 85% - 94%	iSchool Grade Range: 78% - 83%	iSchool Grade Range: 68% - 75%	iSchool Grade Range: 60% - 67%	iSchool Grade Range: <60%

4	3.75	3.6	3.4	3.3	3.2	3.1	3	2.85	2.7	2.6	2.5	2.4	2.3	1.15	0

Each rubric category will be graded using this scale. The specific definitions for each category, as well as the category weight, are dependent on the assignment.

Students are *strongly encouraged* to review the rubric when completing assignments so as to not miss key elements of the grading breakdown.

Late submissions:
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 pass after the deadline. We understand that 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.

Required Materials:

This is a Zero Textbook Cost (ZTC) course. You are not expected to purchase any course materials. We use an open textbook, *Principles of Marketing* (2015), which can be accessed here: https://open.lib.umn.edu/principlesmarketing/

This is an online class with synchronous Zoom meetings and a virtual presentation. You will need access to a computer with an internet connection strong enough to support Zoom calls. We highly recommend having access to a webcam for class and group meetings, as well as your final presentation. Please contact your instructor if you are unable to acquire any of the technology needed for this course.

Academic Concession: If you miss marked coursework for the first time (assignment, exam, presentation, participation in class) and the course is still in-progress, **speak with us immediately** to find a solution for your missed coursework. Any concessions that will result in a change to the student record (such as late withdrawal from the course) will be referred to the Faculty of Graduate and Postdoctoral Studies for evaluation. If this is not the first time you have requested concession or classes are over, please consult the Faculty of Graduate and Postdoctoral Studies' webpage on academic concession, and then contact us where appropriate.

Policies and Resources to Support Student Success: 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 and cultural 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 here (https://senate.ubc.ca/policies-resources-support-student-success)

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 misconduct includes cheating, plagiarism, and self-plagiarism http://www.calendar.ubc.ca/vancouver/index.cfm?tree=3,54,111,959 (§7)

Academic Accommodation for Students 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 (previously known as Access & Diversity). The Centre will determine that student's eligibility for accommodations in accordance with Policy LR7: Accommodation for Students with Disabilities (Joint Senate and Board Policy). 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.