

Course Number & Name: LIS 690 – Marketing and Advocacy

Description: The course addresses marketing, promotion, and advocacy; provides an overview of the relevant concepts and principles regarding the development of marketing strategy; illustrates how marketing assists an organization in meeting its mission effectively and in arriving at a competitive advantage; and covers the development of alliances and partnerships to promote an organization's programs and services.

- **Prerequisites:** LIS 671 – Managerial Leadership
- **Audience (level, environment/setting):** mid-level PhD; all settings
- **Student Learning Outcomes:** (see models document for definitions of leadership competencies – www.simmons.edu/gslis/phdmlip/program)
 - innovative thinking
 - strategic orientation
 - LIS domain knowledge
 - written communication skills
- **Topics:**
 - introduction to marketing, promotion and advocacy
 - branding
 - open systems model
 - creating customer value
 - mission / vision
 - strategy development
 - assessment: market, community, user needs
 - marketing research
 - designing products and services
 - building alliances and partnerships
 - advertising and public relations
- **Suggested Textbooks/Readings:**
 - Philip Kotler and Kevin Lane Keller, *Marketing Management* (Upper Saddle River, NJ: Pearson Prentice Hall, 2006).
 - Paco Underhill, *The Call of the Mall* (New York: Simon & Schuster Paperbacks, 2005).
 - _____, *Why We Buy: The Science of Shopping* (New York: Simon & Schuster, 1999).
 - Darlene E. Weingand, *Future-driven Library Marketing* (Chicago, IL: American Library Association, 1998)
 - Jeannette A. Woodward, *Creating the Customer-driven Library: Building on the Bookstore* (Chicago: American Library Association, 2005).
 - Supported by reading from the current literature.

(November 2007 – under development, additional materials forthcoming)