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:
  - Supported by reading from the current literature.

(November 2007 – under development, additional materials forthcoming)