

<b>Title</b>	<b>Marketing of Library and Information Institutions</b>		
<b>Code</b>	FiF.KKIV/A-boIS-501-14	<b>Teacher</b>	Mgr. Andrea Hřčková, PhD.
<b>ECTS credits</b>	3	<b>Hours weekly</b>	2
<b>Prerequisites</b>	None	<b>Semester</b>	3/W bachelor
<b>Assessment</b>	Total score consists of interim weekly tasks (creation of marketing products in cooperation with the library) and active participation in class (brainstorming).		
<b>Content</b>	<p><b>Learning outcomes:</b>  Graduates acquire theoretical and practical knowledge about the marketing of library and information institutions. They are able to plan and promote a service or product of a library based on user requirements.</p> <p><b>Brief syllabus:</b>  Marketing. Market research and client requirements of library and information institutions.  SWOT analysis. Marketing plan. Marketing mix. Marketing strategy. Opportunities for promotion of library products and services. Promoting library on social networks. Guerilla marketing. Viral marketing. Branding of libraries and information institutions.  Fundraising. Sponsoring, grants, donors and volunteering in the library. Advertising and public relations of libraries and information institutions.</p>		
<b>Bibliography</b>	<p><b>Literature:</b>  Dinesh K. Gupta, Christie Koontz, Àngels Massísimo, Réjean Savard. Marketing Library and Information Services: International Perspective. [online]. München: KGSaur, 2006. ISBN-13:978-3-598-11753-4. Available at :  <a href="http://s3.amazonaws.com/academia.edu.documents/30503393/ifla_marketing_library_and_information_services.pdf?AWSAccessKeyId=AKIAJ56TQJRTWSMTNPEA&amp;Expires=1387495189&amp;Signature=WqmV%2FemTgmoPQfl5ftzkO0Ocp8A%3D&amp;response-content-disposition=inline">http://s3.amazonaws.com/academia.edu.documents/30503393/ifla_marketing_library_and_information_services.pdf?AWSAccessKeyId=AKIAJ56TQJRTWSMTNPEA&amp;Expires=1387495189&amp;Signature=WqmV%2FemTgmoPQfl5ftzkO0Ocp8A%3D&amp;response-content-disposition=inline</a></p> <p>Jha, S. M. Marketing non-profit organisations. Mumbai: Himalaya Pub. House, 2009. 470 p. Available at :  <a href="http://site.ebrary.com/lib/uniba/Doc?id=10416085">http://site.ebrary.com/lib/uniba/Doc?id=10416085</a></p>		