

COURSE IMPLEMENTATION DATE: May 2011  
 COURSE REVISED IMPLEMENTATION DATE: \_\_\_\_\_  
 COURSE TO BE REVIEWED: December 2016  
*(six years after UPAC approval)* *(month, year)*

**OFFICIAL UNDERGRADUATE COURSE OUTLINE INFORMATION**

Students are advised to keep course outlines in personal files for future use.  
 Shaded headings are subject to change at the discretion of the department – see course syllabus available from instructor

LIBT 382	Continuing Studies / LIBIT	2
COURSE NAME/NUMBER	FACULTY/DEPARTMENT	UFV CREDITS
Promotional Planning for Library Technicians		
COURSE DESCRIPTIVE TITLE		

**CALENDAR DESCRIPTION:**

This course will examine various aspects of promotion for information centres. Students will define their own core values in order to develop methods of asserting those values and image through self promotion. Additionally, students will examine and create strategies for building lasting professional relationships in their field while exploring aspects of marketing, advocacy, and public relations.

PREREQUISITES: Library Technician diploma  
 COREQUISITES: NA  
 PRE or COREQUISITES: NA

**SYNONYMOUS COURSE(S):**

(a) Replaces: \_\_\_\_\_  
 (b) Cross-listed with: \_\_\_\_\_  
 (c) Cannot take: \_\_\_\_\_ for further credit.

**SERVICE COURSE TO:** *(department/program)*

**TOTAL HOURS PER TERM:** 24

**STRUCTURE OF HOURS:**

Lectures: \_\_\_\_\_ Hrs  
 Seminar: \_\_\_\_\_ Hrs  
 Laboratory: \_\_\_\_\_ Hrs  
 Field experience: \_\_\_\_\_ Hrs  
 Student directed learning: \_\_\_\_\_ Hrs  
 Other (specify): Online 24 Hrs

**TRAINING DAY-BASED INSTRUCTION:**

Length of course: 8 weeks  
 Hours per day: NA

**OTHER:**

Maximum enrolment: 20  
 Expected frequency of course offerings: annually  
*(every semester, annually, every other year, etc.)*

**WILL TRANSFER CREDIT BE REQUESTED? (lower-level courses only)**

Yes  No

**WILL TRANSFER CREDIT BE REQUESTED? (upper-level requested by department)**

Yes  No

**TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE:**

Yes  No

Course designer(s): Christina Neigel

Department Head: Christina Neigel

Date approved: September 2010

Supporting area consultation (Pre-UPAC)

Date of meeting: October 1, 2010

Curriculum Committee chair: Cheryl Isaac

Date approved: September 2010

Dean/Associate VP: Rosetta Khalideen

Date approved: December 2010

Undergraduate Program Advisory Committee (UPAC) approval

Date of meeting: December 17, 2010

**LEARNING OUTCOMES:**

Upon successful completion of this course, students will:

1. Create a basic promotional plan.
2. Explain the basic principles of marketing.
3. Define and differentiate between marketing, publicity, public relations and advocacy.
4. Examine the benefits of promotion in information studies.
5. Create a career plan that incorporates the principles of promotion.
6. Explain how public relations relate to the process of promotion.
7. Describe the steps to creating a public relations plan.
8. Identify the overall strengths and weaknesses of libraries and how these impact promotion of information services.
9. Explore tools used in information studies that assist in promotion.

**METHODS:** *(Guest lecturers, presentations, online instruction, field trips, etc.)*

Online instruction incorporating learning activities and discussions.

**METHODS OF OBTAINING PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):**

Examination(s)                       Portfolio assessment                       Interview(s)

Other (specify):

PLAR cannot be awarded for this course for the following reason(s):

**TEXTBOOKS, REFERENCES, MATERIALS:**

Selection of current reading materials from relevant sources.

**SUPPLIES / MATERIALS:**

NA

**STUDENT EVALUATION:**

*[An example of student evaluation for this course might be:]*

Learning journal	25%
Individual assignment	25%
Major assignment	50%

**COURSE CONTENT:**

*[Course content varies by instructor. An example of course content might be:]*

Week 1: Introduction – what is promotion?

Self Promotion

Week 2: Defining your core values

Week 3: Asserting your value, The Power of Story

Week 4: Improving the image of the profession

Promotion of Services

Week 5: Creating lasting customer relationships, customer service plans, the importance of Authenticity

Week 6: Marketing: What is it? Who should do it and how?

Week 7: Developing marketing plans: News releases, announcements, digital activities, interactivity with clientele

Week 8: Advocacy