

COURSE IMPLEMENTATION DATE: May 2011
 COURSE REVISED IMPLEMENTATION DATE: September 2011
 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: Admission to the Library Technician Post Diploma certificate program
 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	Date approved: May 2011
Department Head: Christina Neigel	Date of meeting: June 3, 2011
Supporting area consultation (Pre-UEC)	Date approved: May 2011
Curriculum Committee chair: Cheryl Isaac	Date approved: August 8, 2011
Dean/Associate VP: Rosetta Khalideen	Date of meeting: August 26, 2011
Undergraduate Education Committee (UEC) approval	

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