**Library Marketing**

Marketing has become an essential component of library operations. Marketing is the process of communicating with customers and potential customers to determine needs, to design services to meet them, to inform the community about services, and to evaluate services so that they can be improved. Marketing in this highly competitive information environment is vital. Libraries compete for dollars with other academic, corporate, cultural, educational and municipal services, as well as with other information providers. For libraries to continue to hold a valued place in communities, they need to be skilled at understanding needs and targeting services to meet those needs.

This course will look at the marketing cycle as it may be applied to a variety of library environments. It will look at the relationship of marketing to program planning, branding, library products, web content, public relations, focusing