



Marketing Library and Information Services (Training Packages Series)

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This course is aimed at all LIS managers who are responsible for managing service delivery, cost centres, promoting services and developing service strategies. It is designed as a modular one-day programme, with the flexibility to either deliver it complete, or as shorter modules, depending on staff availability and needs. The course contents include: introduction and objectives; building a library-based marketing approach; the marketing mix; understanding "buyer" behaviour; case study - part 1; marketing planning; marketing information systems; marketing communications; case study - part 2; action planning; review and evaluation. An A4 ringbinder is accompanied by full trainer support materials including OHP originals and a delegate handout pack.

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