

# MARKETING COURSE CURRICULUM

## DAY ONE

### **Module 1: The Five P's: What Is Marketing Anyway?**

Contact Hours: 1 hour and 45 minutes (10:00-12:00, one 15-minute break)

#### Learning Objectives

- Define marketing and its basic components
- Identify types of data useful in making marketing choices

#### Agenda

- 10:00 Introductions
- 10:15 Marketing Basics
  - Why Market the Public Library?
  - Marketing Overview
  - Product, Price, Placement, Promotion, and People
  - Marketing vs. Public Relations
- 11:15 Data for Making Marketing Decisions
- 12:00 Lunch

Case Study: Tree County Public Library Strategic Planning Process

#### Group Exercise:

- Relate the “5 P’s” of marketing to the Tree County System

### **Module 2: Looking Outside: Community Analysis**

Contact Hours: 2 hours and 15 minutes (1:00-3:15, one 15-minute break)

#### Learning Objectives

- Analyze community data from a marketing perspective
- Link community data to the library’s long range plan
- Select marketing priorities

#### Agenda

- 1:00 Community Analysis: Knowing the Territory
  - What do you know?
  - What do you need to know?
  - What can data tell you?
  - What can’t data tell you?
- 2:00 Creating a Community Profile
  - Analyzing Demographics
- 3:00 Break

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Group Exercise:

- Use Data to Create a Community Profile

**Module 3: Looking Inside: Library Analysis**

Contact Hours: 1 hour and 45 minutes (3:15-5:00)

Learning Objectives:

- Describe the relationship between marketing and overall planning for the library's goals and objectives.
- Link the library's marketing goals to the library's strategic planning priorities.

Agenda:

- 3:15 Defining Library Priorities
- 3:30 What Do You Want to Accomplish?
  - What are the library's priorities?
  - Which services will you promote?
  - To whom will you promote them?
  - Who needs to be involved?
- 5:00 Adjourn

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Group Activities:

- Use the Tree County Strategic Plan to identify services and products the library might market.

**DAY TWO**

**Module 4: Defining the Competition: What Are You Up Against?**

Contact Hours: 1 hour (8:30-9:30)

Learning Objectives:

- Define strengths, weaknesses, opportunities, and threats that challenge the library and the marketing of its services

Agenda:

- 8:30 Realities of the Marketplace
  - Who Are Your Competitors?
  - What Products Do They Offer?
  - What Are Your Strengths, Weaknesses, Opportunities, and Threats?
  - What Are Theirs?
- 9:15 How Can Libraries Respond to the Competition?

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Group Activities:

- Conduct SWOT analysis for Tree County and its public library

### **Module 5: Choices and Strategies: Creating Your Marketing Plan**

Contact Hours: 2 hours and 30 minutes (9:30-12:00, one 15-minute break)

#### Learning Objective

- Understand the component pieces of a marketing plan.

#### Agenda:

- 10:00      What's In a Marketing Plan?
- Determining Scope
  - Overview of the Plan
    - Summary
    - Market Audit Section
    - Market Research Section
    - Challenges and Barriers Section
    - Goals and Objectives
    - Marketing Strategy
    - Action Plan
    - Budget Section
    - Evaluation

12:00      Lunch

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#### Group Exercise:

- Draft goals and objectives for marketing Tree County Public Library.

### **Module 6: Inform and Perform: Implementing Your Marketing Plan**

Contact Hours: 2 hours (1:00-3:15, one 15 minute break)

#### Learning Objective

- Develop communication and promotion strategies for the library's marketing plan that effectively promote library services and match the library's strategic goals.

#### Agenda

- 1:00      What is Effective Communication?
- 1:30      Reaching the Customer: Promotional Alternative
- Direct Contact
  - Word of Mouth
  - Print Materials
  - Special Events
  - Web-based Marketing

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Group Exercise:

- Select an activity from the TCPL strategic plan and list the specific components that a printed piece might have to effectively market the service.

**Module 7: Effectiveness: Evaluating Your Impact**

Contact Hours: 1 hour and 15 minutes (3:15-4:30)

Learning Objective

- Develop methods of measuring the effectiveness of marketing efforts.

Agenda:

- 3:15      How can you tell if your methods are effective?
  - Self-assessment
  - Customer response
  - Measuring how well the services meet the needs of the people served
  - Evaluation
- 4:15      Review and Evaluation
- 4:30      Adjourn

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Exercise:

- Develop a checklist of criteria that will measure the success of the library's marketing efforts.