The University of Southern Mississippi
College of Education and Human Sciences
School of Library and Information Science
LIS 692: Library Marketing & PR
Fall 2021

Instructor: Dr. Sarah Mangrum Office: Fritzsche-Gibbs Hall Phone: 601-266-4228 (main office) Fax: 601-266-5774 Email: sarah.rials@usm.edu Mailing Address: 118 College Drive, Box 5146, Hattiesburg, MS 39406	

Office Hours: By appointment in office; online by appointment in chat room; Monday – Friday, 8am – noon.
Even with office hours, it is beneficial to schedule an appointment for any meeting (as well as phone calls) as the university requires committee participation, which may mean that I am unavailable despite posted office hours.

Important Fall Dates

Calendar date	Full Term
Class Dates	August 23-December 2
Last day to add/drop without Academic/Financial Penalty	August 30
Last day to receive 100% refund (No tuition credit issued after this date) **Last day to drop full term classes without grade of W**	**August 30**
Last day to drop classes without instructor permission	August 30
All approved drops will result in grade of W within these dates	August 31 – November 2
Last day to make an add/drop course request or withdraw from the University and receive a grade of W	November 2
Final Exam (online)	December 6-9

After the last day to withdraw from the University, students are academically obligated and will receive a grade for all enrolled courses.

Text: LIBRARY MARKETING BASICS by POLGER (2019) ISBN: 9781442239630
The book has been purchased by the library as an ebook that three people can use it at a time:
https://usm.primo.exlibrisgroup.com/discovery/fulldisplay?docid=alma991014191057605566&context=U&vid=01USM_INST:01USM&lang=en

Holidays:
Sept. 6: Labor Day
Oct. 21-22: Fall Break
Nov. 24-26: Thanksgiving Holidays

Course Prerequisite(s): None
N**umber of Credit Hours**: 3

Nature of Course: Elective course for Library & Information Science.

Nature of Students: Graduate

Format of Course: Online through the learning platform. **See calendar for webinar schedule and activities.**

Course Description/Overview: LIS 692 Special Problems in Librarianship. 1-3 hrs. Individual investigation of topics to be approved by the advisor. For this section, it is a three-hour credit graduate course that focuses on the application of marketing concepts, techniques and technologies available for use for any library type.

Topics include: using data in marketing, effective marketing, social media marketing, marketing and promoting library services, public speaking as marketing, technology for marketing, and branding.

Objectives:
- Students will be able to apply the measures, tools, resources and approaches used in marketing.
- Students will identify specific audiences and target strategies and marketing products to address the audience.
- Students will analyze and select products services of use in technological aspects of marketing.
- Students will apply technology tools.
- Students will design, create, apply and deliver marketing products.
- Students will analyze and discuss readings on marketing and PR in libraries.
- Students will summarize and apply webinar information.

Technology Competencies: Students will use E-mail, word processing, web searching, database searching, interactive courseware (including discussion boards and digital dropbox), virtual classrooms and groups, webpage creation, and video podcasts as regular components of the course. Students must have access to a computer that allows them to participate in the virtual classroom.

Teaching Techniques/Methods Used in Course: Instructional methods may include, but are not limited to, virtual lectures, online quizzes, e-mail, discussion boards, database searching, and Internet searching.

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Grading

	Activities	Points
	Webinar Write-Ups	25
	Marketing Plan	36
	Library Flyer with Gimp	5
	Canva Assignment	5
	Library Press Release	5
	Animation or Movie	5
	Create a Library Meme	5
	Discussions & Responses	14
	Total:	**100**

Grading

A	95-100	C	75-81
A-	93-94	C-	73-74
B+	91-92	D+	71-72
B	86-90	D	66-70
B-	84-85	D-	64-65
C+	82-83	F	below 64

COURSE ACTIVITIES

Assignment Descriptions:

Assignments are described in the Canvas shell. You will click on the link and get the description and/or corresponding word document.

Discussions and Engagement: Each week, you will be required watch webinars and participate in the discussion boards.

Student engagement

"In education, **student engagement** refers to the degree of attention, curiosity, interest, optimism, and passion that students show when they are learning or being taught, which extends to the level of motivation they have to learn and progress in their education." ~ https://www.edglossary.org/student-engagement/
The goal is for you to be engaged in the following ways:

Arrives to class on time every week (if applicable);
Meets deadlines;
Interacts with peers;
Has completed the required reading before class or assignments;
Listens in class (or to webinars) and is prepared to contribute;
Uses forecasting to be aware of upcoming due dates and assignments;
Applies readings and materials to assignments and discussions;
Incorporates instructor feedback into subsequent assignments;
Is aware of class policies and changes to the schedule;
Asks questions about relevant course content or comments on course content.

Please note that there is no comprehensive list of actions. Evidence of individual student engagement will be determined by the instructor.

CLASS SCHEDULE

Date	Details
	Assignment Introductions
Sun Aug 29, 2021	
	Assignment Week 1 Readings & Chapter 1

Date	Details
	Assignment [Webinar 1 Write-Up](#)
	Assignment [Free Image Evaluation](#)
Sun Sep 12, 2021	Assignment [Readings 2 & Chapters 2 & 3](#)
	Assignment [Webinar 2a & 2b Write-Up](#)
	Assignment [Readings 3 & Chapters 4 & 5](#)
Sun Sep 19, 2021	Assignment [Create a Library Meme](#)
	Assignment [Library or Library Related App](#)
	Assignment [Spark Your Project Tech Discussion](#)
	Assignment [Bonus Button Project](#)
Sun Sep 26, 2021	Assignment [Progress Check](#)
	Assignment [Webinar 3a & 3b Write-Up](#)
Sun Oct 3, 2021	Assignment [Readings 5 & Chapters 7 & 8](#)
	Assignment [Webinar 4 Write Up](#)
Sun Oct 10, 2021	Assignment [Readings 6 & Chapter 9](#)

Date	Details
	Assignment [Webinar 5 Write-Up](#)
	Assignment [Readings 7 & Chapter 10](#)
Sun Oct 17, 2021	Assignment [Animation or Movie](#)
	Assignment [Bonus Discussion SWAG](#)
	Assignment [Library Flyer with Gimp](#)
Sun Oct 24, 2021	Assignment [Readings 8](#)
	Assignment [Library Press Release Assignment](#)
Sun Oct 31, 2021	Assignment [Readings 9](#)
Sun Nov 14, 2021	Assignment [Canva Assignment](#)
	Assignment [Marketing Plan](#)

Class Policies and Structure:

The online nature of this course demands that you do a lot of reading and participation. Be prepared to read thoroughly so that your knowledge shines through in class discussions.

This course consists of several different components that you must be aware of and understand.

1) Completion of webinars, assignments, and discussion board activities is REQUIRED. You should check multiple times throughout the week for updates, emails, announcements, etc. Your grade will be determined by 1) logging in; and 2) active participation (posting, responding, meeting deadlines).
2) ASSIGNMENTS. All assignments should be turned by the due date and time. If you have a serious illness, etc., please contact me before it is due so that we can talk about any adjustments that need to

be made. Even with prior arrangements, points may be deducted for assignments emailed instead of submitted in Canvas and submitted late.

3) COMMUNICATION WITH YOUR PROFESSOR. You can send me email anytime, and I will generally respond by the next morning (except weekends). It is required that you email me using USM email which is Sarah.Rials@usm.edu or through the course. Please put the course number in the subject line and include your last name (e.g., 501 Jones T). Also remember to SIGN the email. Please feel free to call my work number any time, and leave a message if I'm not here—it goes to my email.

4) OTHER COMMUNICATION. I will use our course email to contact you. If you fail to respond, I will try your USM email account to send messages. You MUST have access to this account, and check it regularly. Forward to another account if you like, but make sure it is forwarding. If you miss an important message, you are still accountable unless there was a massive email failure. I will usually post important messages as an announcement, as well. University policy requires that I use USM and course email for communication.

5) **NOTE: If, for some reason, you need to take an incomplete in the course, you cannot receive an A in the course when you do complete it. Incompletes are rarely given and require documentation. Please contact me ASAP if you are experiencing a personal emergency that might impact your grade. Extra credit work is available.**

6) Most weeks we will have a discussion board, which will be a place for communication with your peers. I will read it but will participate minimally—I don't comment on each entry. In order to receive full credit, post at least two times (your original post and at least one response). Answer the questions, referring to the readings or other materials that you have located (be sure to give a complete citation if you refer to outside readings, though you are not required to use outside sources). A good grade requires diligence. Remember: in order to receive full credit, you must refer to the readings and the lecture. Your answers should be substantial; they should meet the minimum listed word/sentence length. Writing need not be in a formal, third person style but you should check your grammar and spelling before posting; please avoid texting abbreviations (i.e. IMO, OMG, etc.). Answer the questions, discuss the issue with your classmates, and ask questions in order to receive full credit. Please do not post unsubstantial comments like "I agree;" this will not count for credit.

7) Failure to complete any assignment or discussion post can negatively impact your grade in two ways. For example, failure to do an assignment will result in a zero plus an additional loss in participation.

Disability Accommodations

If a student believes that they have a disability which is covered by the Americans with Disabilities Act (ADA) and makes them eligible to receive classroom or housing accommodations, they should contact the Office for Disability Accommodations (ODA) for information regarding the registration process. Disabilities covered by the ADA may include but are not limited to ADHD, learning disabilities, psychiatric disabilities, physical disabilities, chronic health disorders, temporary illnesses or injuries and pregnancies. Students should contact ODA if they are not certain whether their documented medical condition qualifies for ODA services. Students are only required to disclose their disability to the Office for Disability Accommodations. All information submitted to ODA by the student is held with strict confidentiality.

Address:

The University of Southern Mississippi
Office for Disability Accommodations
118 College Drive # 8586
Hattiesburg, MS 39406-0001

Voice Telephone: 601.266.5024 or 228.214.3232

Fax: 601.266.6035

Individuals with hearing impairments can contact ODA using the **Mississippi Relay Service** at 1.800.582.2233 (TTY) or emailing ODA at oda@usm.edu.

Academic Integrity

All students at the University of Southern Mississippi are expected to demonstrate the highest levels of academic integrity in all that they do. Forms of academic dishonesty include (but are not limited to):

1. Cheating (including copying from others' work)
2. Plagiarism (representing another person's words or ideas as your own; failure to properly cite the source of your information, argument, or concepts)
3. Falsification of documents
4. Disclosure of test or other assignment content to another student
5. Submission of the same paper or other assignment to more than one class without the explicit approval of all faculty members involved
6. Unauthorized academic collaboration with others
7. Conspiracy to engage in academic misconduct

Engaging in any of these behaviors or supporting others who do so will result in academic penalties and/or other sanctions. If a faculty member determines that a student has violated our Academic Integrity Policy, sanctions ranging from resubmission of work to course failure may occur, including the possibility of receiving a grade of "XF" for the course, which will be on the student's transcript with the notation "Failure due to academic misconduct." For more details, please see the University's **Academic Integrity Policy**. Note that repeated acts of academic misconduct will lead to expulsion from the University.

The **Office of Student Ombudsman Services** can verify student excuses and provide documentation to the faculty member regarding the validity of the excuse presented (e.g., a medical excuse). Documentation provided by this office does not require or imply that a faculty member should "excuse" the absences. The office solely provides the service of validation to give the faculty member information that he or she can use within the context of the class attendance policy.

Course Workload Statement

Students are expected to invest considerable time outside of class in learning the material for this course. The expectation of the University of Southern Mississippi is that each week students should spend approximately 2-3 hours outside of class for every hour in class working on reading, assignments, studying, and other work for the course. We realize that most students work and have family or other obligations. Time management is thus critical for student success. All students should assess their personal circumstances and talk with their advisors about the appropriate number of credit hours to take each term, keeping in mind that 30 credit hours each year are needed to graduate in four years.

Mental Well-Being Statement

Southern Miss recognizes that students sometimes experience challenges that make learning difficult. If you find that life stressors such as anxiety, depression, relationship problems, difficulty concentrating,

alcohol/drug problems, or other stressful experiences are interfering with your academic or personal success, consider contacting Student Counseling Services on campus at 601.266.4829. More information is also available at www.usm.edu/student-counseling- services. All students are eligible for free, confidential individual or group counseling services. ***In the event of emergency, please call 911 or contact the counselor on call at 601.606.HELP (4357).***

Nondiscrimination Statement

The University of Southern Mississippi offers to all persons equal access to educational, programmatic and employment opportunities without regard to age, sex, sexual orientation, disability, pregnancy, gender identity, genetic information, religion, race, color, national origin, and/or veteran status pursuant to applicable state and federal law.

Confidentiality and Mandatory Reporting

As an instructor, one of my responsibilities is to help create and maintain a safe learning environment on our campus. I also have a mandatory reporting responsibility related to my role as a faculty member. I am required to share information regarding sexual misconduct or information about a crime that may have occurred on USM's campus with certain University officials responsible for the investigation and remediation of sexual misconduct. The information will remain private and will only be shared with those officials necessary to resolve the matter. If you would like to speak in confidence, resources available to students include Confidential Advisors with the Shafer Center for Crisis Intervention, the Counseling Center, Student Health Services, and Clergy. More information on these resources and University Policies is available at **https://www.usm.edu/sexual-misconduct**.

Special Health Protocol, Fall 2021

The global COVID-19 pandemic has prompted new health and safety protocols for face-to-face situations. In an effort to protect the community as much as possible, we need everyone to do their part. If you have not yet been vaccinated, please do so today. Appointments can be made via Moffitt Health Center's **online health portal**. If you prefer to schedule an appointment off-campus, please see the Mississippi Department of Health's website.

We want everyone to follow the University's complete **Community Standards**, which are updated as needed based on changing patterns with the virus. **Face coverings are required for all indoor activities,** regardless of your vaccination status. Face coverings are also strongly recommended for any other setting where you are in close contact with others.

It is important that everyone in the community closely monitor their own health and stay home when that may protect others. If you have been directly exposed to COVID-19 and are not vaccinated, call Moffit Health Center at 601-266-5390 for guidance. If you have the following symptoms, also call Moffit:

- o Fever of 100.4 degrees or higher
- o Cough
- o Shortness of breath
- o Sudden loss of taste or smell

We ask you to follow these guidelines and get vaccinated so that we can hold our events, gather together on campus, and enjoy all the activities that are part of our Southern Miss traditions and community. Once you are vaccinated, please let us know by submitting your vaccine record online at usm.edu/gotmycovidvax.

Upon submission, you will be entered in a weekly drawing for prizes (through October 15). We want to maintain our in-person classes and student activities, and we need your help to ensure our full return.

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Engagement Rubric

Criteria/Levels	Excellent: Consistent performance of all criteria	Satisfactory: Consistent performance of most criteria	Requires Improvement	Unacceptable
Class Chats – 50%	Attends all required chats; is prepared to discuss and ask questions; contributes meaningful and unique ideas to discussions	Attends all required chats; is prepared to discuss and ask questions; most contributions are unique and add to the discussion	Misses one required chat or is not prepared for at least one chat or doesn't always contribute to the discussion	Misses more than one required chat or is usually not prepared for the chat or hardly ever contributes to the discussion
Discussion Board – 50%	DB entries are submitted on time; DB entries are substantive and show thoughtful insights into the topic; Responses to other postings are meaningful and go beyond just agreeing or disagreeing; Student is consistently respectful of other students' ideas	DB entries are submitted on time; DB entries usually are substantive and show that student has knowledge of the material; responses to other postings are present as required; Student is consistently respectful of other students' ideas	At least 1 DB entry is late or DB entries tend to be short and superficial or students does not appropriately respond to other postings; Student doesn't always show respect for ideas of others	DB entries are sometimes late or missing or responses to other postings are not made; Postings and responses are brief and inadequate. Student doesn't always show respect for ideas of others

Assignments Rubric

Criteria/Levels	Excellent: Consistent performance of all criteria; work exceeds level expected of an	Satisfactory: Consistent performance of most criteria; work meets level	Requires Improvement	Unacceptable

	undergraduate student in quality	expected of an undergraduate student in quality		
All required items present and substantive; instructions were followed; 70%	Meets all criteria; all required items present and appropriately detailed; creativity and appropriate outside resources incorporated and credited when applicable; reflection and description is abundant in the assignment	Meets all criteria; all required items are present	Lacking in at least one area; lacking in detail in description and comments	Lacking in more than one area.
Papers meet criteria for length, writing quality – 20%	Sections are long enough; have a high standard of writing quality with no grammatical or other writing errors	Sections are long enough; no more than 2 grammatical or other writing errors	One or two sections are not long enough or there are 3-5 grammatical or other writing errors	Several sections are not long enough or more than 5 grammatical or other writing errors present
Citations: formatted appropriately for APA – 10%	Meets all criteria	1-2 formatting errors	Multiple formatting errors or a serious error in citation or attribution	Multiple serious errors in citation or attribution

Overall Writing Rubric

Criteria/Levels	Excellent: Consistent performance of all criteria – work that exceeds the expected level for undergraduate students	Satisfactory: Consistent performance of most criteria	Requires Improvement	Unacceptable: Fails to meet more than 3 criteria
Assignment parameters/requirements Length, required number of sources, formatting, due date, any other assignment requirements – 15%	Assignment meets all parameters		Assignment fails to meet at least one parameter	Assignment fails to meet more than one parameter

1. Assignment shows judicious and applicable use of quotes and paraphrases. Not more than 15% of text is direct quotes. **2.** Quotes and paraphrases add to the discussion of the subject, but don't overwhelm it. **Material taken from outside sources is suitably paraphrased or quoted directly.** 3. Quotes are in the correct format. 4. Required in-text citations are present and in correct format. 5. Sources in the Sources Cited or References list are reflected in the paper text. 6. Bibliographic citations are in the correct format. 25%	Assignment meets all criteria for use of quotes, paraphrases and citations.	Assignment has no more than three minor errors in using quotes, paraphrases and citations. Minor errors are formatting errors.	Assignment has 1 - 3 serious errors or more than 3 minor errors in using quotes, paraphrases and citations. Serious errors are failure to use quotation marks for quoted material or failure to suitably paraphrase.	Assignment has more than 3 serious errors in using quotes, paraphrases and citations
Content: 1. Required subject content is present. 2. Content is organized in a coherent, logical manner within the provided headings. 3. Content synthesizes information from various sources into a smooth, consistent whole. 35%	Assignment meets all criteria for content. Content includes insights, development of thoughts and arguments, and analysis that goes above and beyond that which is normal for an undergraduate-level paper.	Assignment meets all criteria for content Paper is a good undergraduate-level paper.	Assignment does not meet at least one aspect of content criteria. Paper is marginal in quality expected of a undergraduate-level paper.	Assignment does not meet more than one aspect of content criteria. Paper is unsatisfactory in terms of undergraduate-level paper.
Writing style and presentation:	Assignment meets all criteria for writing style.	Assignment meets most criteria for	Assignment meets some criteria for	Assignment has a large number of writing style

		writing style with not more than 3 typos or other errors.	writing style, but there are several instances of typos or other errors.	errors. (more than 10)
Paper is free of typos, punctuation errors, spelling errors, and grammatical errors. Writing flows smoothly with good transitions between major topics, paragraphs, etc. Writing uses varied, interesting, appropriate vocabulary and sentence structure. Sentences flow smoothly and are generally neither short/choppy or too long/verbose. Unless specified otherwise in assignment, written in third-person, objective, gender-free style. 25%				

ALA Core Competencies (as applied to this course)	Assignments
1. Foundations of the Profession 1J. Effective communication techniques (verbal and written).	• Discussion • Written assignments and discussion posts • Video assignment • Press Release assignment
4. Technological Knowledge and Skills 4B. The application of information, communication, assistive, and related technology and tools consistent with professional ethics and prevailing service norms and applications. 4C. The methods of assessing and evaluating the specifications, efficacy, and cost efficiency of technology-based products and services.	• Every assignment