

**Syllabus**  
**INFO 5310.001,005**  
**Marketing and Customer Relationships for Information Professionals**  
**SPRING 2019**

Dr. Elena Vassilieva  
Phone (940)565-2445  
Email: [evv0002@unt.edu](mailto:evv0002@unt.edu)

### **Course Format**

Online course accessible through UNT Canvas website - [canvas.unt.edu](http://canvas.unt.edu). Eight learning modules are used to organize and deliver online course materials to students. Learning modules are available on course Canvas site.

### **Canvas Accessibility Statement**

Canvas provides a user experience that is easy, simple, and intuitive. Special attention has been paid to making Canvas screen-readable. The Rich Content Editor encourages users to create accessible content pages (i.e. text formatting is accomplished using styles). Canvas is designed to allow limited customization of colors and schemes to be accessible for all users. The National Federation of the Blind the Gold Level Web Certification in 2010 - <https://nfb.org/node/1037>

Find more information by visiting the Canvas Voluntary Product Accessibility Template (VPAT) - <https://www.canvaslms.com/accessibility>

### **Course Description**

**INFO 5310 Marketing and Customer Relationships for Information Professionals 3 hours.**

Marketing and customer relationship management and their importance for libraries and information centers. Principles of marketing, public relations, and outreach. Marketing mix, development and implementation of marketing and customer relationship strategy, mission statement. Market segmentation, the role and characteristic of the users of information services, user needs, groups of users. Service concepts, principles, and techniques in meeting users' information needs. Evaluation of effectiveness in meeting customer service standards, assessment and measurement instruments in user analysis. Emphasis on the marketing and customer services in virtual environment with the use of social media and networking.

### **Course Goals and Objectives**

To understand Marketing as a discipline that involves specific skills in application to Information Science (IS) field. To learn best practices in Marketing and Customer Relationship at libraries and information centers. To obtain the basic knowledge of marketing concepts and tools and to recognize Marketing as an integral and strategic element in management of libraries and information centers.

### **Course Learning Outcomes**

Upon completion of this course student will:

- develop understanding of basic marketing, customer service, and customer relationship concepts and principles and application of Marketing Mix in Information Science field
- acquire a basic vocabulary in Marketing and Customer Services
- develop awareness of major issues on marketing and customer relationship discussed in the Information Science literature
- learn principles of market segmentation and customer relationship
- exhibit knowledge on the development of marketing and customer service strategy and service concepts in Information Science (IS) field
- acquire knowledge on application of marketing, customer services, advertising, and public relations programs in Information Science services
- develop understanding of evaluation and assessment instruments of marketing, customer service, and customer relationship
- acquire information about methods of conducting SWOT analysis, creating marketing plan, and performing marketing audit for information organizations
- investigate issues of marketing in virtual environment, use of social media and networking
- develop presentation skills
- learn about ways of marketing your own professional brand, professional networking, and online presence

## Course Communication

The course uses online communication tools in Canvas: discussions and course email. The course instructor will make every attempt to respond to your emails/questions within 2 business days. If you have not received a response after that time, please email the course instructor again, as the instructor may not have received your email.

This course is taught completely online. Students are encouraged to follow netiquette or appropriate online behavior. Please review the netiquette guidelines available from the following websites:

- <https://www.howardcc.edu/programs-courses/academics/onlinelearning/fag/netiquette.html>
- <https://tilt.colostate.edu/teachingResources/tips/tip.cfm?tipid=128>

## Discussions

The Canvas Learn Discussions are public forums analogous to bulletin boards or mailing lists. In this course, Discussions are divided into several areas to help organize your postings.

## Email

Canvas Learn email tool functions much like any other kind of email. One can send individual and group emails to the course members.

## Course Requirements

### Technology Requirements:

Students are required to demonstrate general computer proficiency. This proficiency will include knowledge of computing terminology and concepts, as well as minimal competency in the use of specific types of applications software MSOffice (Microsoft accessibility statement - <https://www.microsoft.com/enable/microsoft/mission.aspx>) and experience with the Canvas Learning environment (<http://www.unt.edu/helpdesk/bblearn/>).

**Course Prerequisites:** There are no course prerequisites

**Readings:** There is no textbook, but there are module readings, which are listed in each module and for your convenience are provided in digital format. Students are expected to complete module readings. Students are expected to use these readings resources as well as additional sources of information for the course assignments.

To access the UNT Libraries and their e-databases go to [www.library.unt.edu](http://www.library.unt.edu) and enter your EUID and password to access the resources. The UNT Libraries' Policy Manual is available here - <http://policy.unt.edu/policy-alphabetical/a> and includes chapters on Web accessibility and Electronic and Information resources accessibility Policy - <http://policy.unt.edu/policy-by-number/5>

### **Citation Style Manual:**

American Psychological Association (2010). *Publication manual of the American Psychological Association* (6th ed.). Washington, DC: American Psychological Association.

**Assignments:** eight Module Discussions, seven Reading Reflections, Case Study, Midterm Paper (Literature Review), Term Project (Term Paper and PowerPoint Presentation). See descriptions below.

**Examinations:** There are no examinations.

### **APA Style**

All written assignments should follow APA style to ensure that all sources are cited completely, correctly, and with consistency. It is important to provide details of all the sources of information that you have used to prepare your work. Consult the Publication Manual of the American Psychological Association, 6th edition.

## **Policies**

### **ADA accommodation**

If you have a disability and require accommodation under the terms of the federal Americans with Disabilities Act (ADA), you must present a written accommodation request to the instructor by the end of the **third week of the semester**. You should submit a request even if it is possible that accommodation may not be necessary later in the semester. You should register with the UNT Office of Disability Accommodation (ODA; <http://www.unt.edu/oda/> or 940-565-4323), which provides many kinds of support services. Procedures are explained in the UNT Disability Accommodation Policy for Students and Academic Units (<http://policy.unt.edu/policy/18-1-14>).

### **Academic Integrity**

The UNT Students Standards of Academic Integrity (2009) are available at the Provost office website: <http://vpaa.unt.edu/academic-integrity.htm>. The Student Standards of Academic Integrity *UNT Policy Manual* ([http://policy.unt.edu/sites/default/files/untpolicy/pdf/7-Student\\_Affairs-Academic\\_Integrity.pdf](http://policy.unt.edu/sites/default/files/untpolicy/pdf/7-Student_Affairs-Academic_Integrity.pdf)) defines six categories of academic dishonesty: cheating, plagiarism, forgery, fabrication, facilitating academic dishonesty, and sabotage. The category **plagiarism** defined as follows: "Use of another's thoughts or words without proper attribution in any academic exercise, regardless of the student's intent, including but not limited to:

1. the knowing or negligent use by paraphrase or direct quotation of the published or unpublished work of another person without full and clear acknowledgement or citation.
2. the knowing or negligent unacknowledged use of materials prepared by another person or by an agency engaged in selling term papers or other academic materials.”  
([http://policy.unt.edu/sites/default/files/untpolicy/pdf/7-Student\\_Affairs-Academic\\_Integrity.pdf](http://policy.unt.edu/sites/default/files/untpolicy/pdf/7-Student_Affairs-Academic_Integrity.pdf))

The Department of Information Science (DIS), formerly the Department Information Science, COI, UNT academic misconduct and academic integrity policy is compatible with the UNT Academic Integrity policy (<https://policy.unt.edu/policy/06-003>).

Enrollment in any Department of Information Science course is considered implicit acceptance of all DIS, COI and UNT student policies. It is the **responsibility of the student** to understand and adhere to these policies. Department of Information Science has zero tolerance for academic dishonesty. Department of Information Science instructors may choose to submit any student work to **Turnitin** for verification of originality. **Penalties** for plagiarism in INFO 5310 are as follows:

- First offense: Final course grade reduced by **one complete grade**
- Second offense: Final course grade reduced to **F (Fail)**

## Course Assignments

Various discussion forum assignments, Case Study, Midterm, Final Term, and Peer-Review assignments. Detailed instructions for each of the course assignments are available in the Assignments folder in the Course Content in Canvas. *See the Course Calendar for assignment due dates.*

## Course Grading

All the course assignments must be submitted by/on the due dates indicated in the course Schedule of Activities. Generally, you will receive feedback on assignments within a week of the due date. However, if that time frame is to be altered, you will be informed of the change as soon as possible.

### Grade distribution

Grades are determined on a 100-point scale with 10 points per grade (90-100 = A, 80-89 = B, etc.). The grade distribution determines how much each assignment grade counts toward the final grade for the course, as follows:

Assignment	%%
Discussion posts	40%
Reading assignments	21%
Midterm Paper	9%
Case Study	15%

Term Project	15%
Total	100%

## Grading criteria

Grades evaluate the quality of your work and adherence to the assignments. Note penalties below.

**Content:** All topics must relate to the course, either as assigned or approved by the instructor.

**Deadlines:** To facilitate timely grading, all assignments must be submitted/posted before 11:55 p.m. on the due date in CST. ***Half a grade (5 points) is deducted for each day an assignment is late.*** An exception can be made if you absolutely cannot meet the deadline; please notify the instructor **in advance** if possible.

**Completeness:** Assignments are detailed. Avoid losing points for incompleteness or failure to follow instructions. If you do not understand the assignment, ask for help prior to the deadline.

**Writing:** Both substantive content and quality of writing are considered. Substantive content includes demonstrated knowledge of appropriate concepts, completeness, strong supporting material, and reasonable conclusions. Quality of writing covers organization and clarity of expression, appropriate use of references, and correct grammar, punctuation, and spelling. References must be in APA style.

## Grade options

**Extra credit:** Assignments for extra credit will not be made under any circumstances. If you are having trouble with regular assignments, consult the instructor as soon as possible.

**Incomplete:** See *UNT Graduate Catalog* for policies and UNT semester schedule for deadlines. A grade of incomplete (I) will be given only for a justifiable reason and only if you are passing the course. It is your responsibility to contact the instructor to request an incomplete and discuss requirements for completing the course. If you do not remove the incomplete within one calendar year, you will receive a grade of F.

**Withdrawal:** See *UNT Graduate Catalog* for policies and UNT semester schedule for deadlines. A grade of withdraw (W) or withdraw-failing (WF) will be given depending on your participation and grades to date. If you simply disappear and do not file a formal UNT withdrawal form, you may receive a grade of F.

## International Student Taking Distance Education Courses

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in multiple on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student's responsibility to do the following:

(1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course. (2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Advising Office. The UNT International Advising Office has a form available that you may use for this purpose.

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, students should contact the UNT International Advising Office (telephone 940-565-2195 or email [international@unt.edu](mailto:international@unt.edu)) to get clarification before the one-week deadline.

### **Copyright Notice**

Some or all of the materials on this course website may be protected by copyright. Federal copyright law prohibits the reproduction, distribution, public performance, or public display of copyrighted materials without the expressed and written permission of the copyright owner, unless fair use or another exemption under copyright law applies.

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