



## Course syllabus

Faculty Board of Humanities and Social Sciences  
School of Cultural Sciences

1BO205 Biblioteks- och informationsvetenskap: Bibliotek, brukare och samhälle II - Strategisk planering, 7,5 högskolepoäng

Library and information science: Library, user and society II - Strategic Planning, 7.5 credits

### **Main field of study**

Library and Information Science

### **Subject Group**

Library and Information Science

### **Level of classification**

First Level

### **Progression**

G1F

### **Date of Ratification**

Approved by the Board of the School of Cultural Sciences 2011-06-07

Revised 2012-10-23

The course syllabus is valid from spring semester 2013

### **Prerequisites**

NO VALUE DEFINED

## Objectives

After completing the course, the student should be able to:

- present libraries as active agents of people's learning and how libraries have been planned in order to efficiently meet objectives,
- discuss the media planning of libraries and its importance for operations,
- identify various marketing strategies and explain their importance for the role of libraries and their relation to users,
- critically approach the correlation between strategic planning and library practices.

## Content

The objective of this course is to offer students understanding of the three main themes of the course: strategic planning, marketing and information skills. Knowledge about strategic planning is important for library- and information professionals regardless of whether one is working at a library or within some other organisation, as is marketing of the library collections and services to target groups - the general public, employers etc. It is also important for a librarian to be able to plan for long-term operations. The themes

of the course are studies theoretically and through a work related context.

Seminars and workplace training are obligatory elements of the course.

### Type of Instruction

Teaching in the form of lectures, groups discussions and seminar exercises. This course also includes workplace training.

### Examination

The course is assessed with the grades Fail (U) or Pass (G).

### Course Evaluation

When the course has finished, an evaluation is compiled. The results are reported back to students and then archived according to the rules of the School.

### Required Reading and Additional Study Material

Helinsky, Zuzana. (latest edition). *En nödvändig liten bok om marknadsföring av bibliotek. Part 2*. BTJ. 99 p.

Höglund, Anna-Lena & Klingberg, Christer. (latest edition). *Strategisk medieplanering för folkbibliotek*. Janus. 20 p. (selection).

Johnson, Peggy. (latest edition). *Fundamentals of collection development and management*. ALA. 300 s. (selection)

Kuhlthau, Carol C. (latest edition). *Seeking meaning: a process approach to library and information science*. Libraries unlimited. 247 p.

Owens, Irene (ed.). (latest edition). *Strategic marketing in library and information science*. Haworth. 150 p. (selection).

Rubin, Richard, E. (latest edition). *Foundations of library and information science*. NealSchulman, 46 p. (selection).

Additional literature selected through consultation with the teacher, approx. 200 pages.

Egidius, Henry (latest edition). *Problembaserat lärande*. Studentlitteratur. 98 p.