



Course syllabus

Faculty of Arts and Humanities
Department 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 2011-06-07

Revised 2014-12-17 by Faculty of Arts and Humanities.

The course syllabus is valid from spring semester 2015

Prerequisites

In order to be admitted to the course the student must have received the grade of Pass on at least 22.5 credits in the courses 1BO105 Library, user and society I, 1BO110 Knowledge Organization I or 1BO115 Methodology I, or their equivalents.

Objectives

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

- account for libraries as active agents in people's learning and the planning of libraries as a tool for efficient attainment of objectives,
- discuss the media planning of libraries and its importance for the work carried out,
- identify various marketing strategies and explain their importance for the role of libraries and their relation to their users,
- critically approach the correlation between strategic planning and library practices.

Content

In this course the students develop knowledge of the three themes of the course: strategic planning, marketing and information retrieval. Knowledge of strategic planning is important within library and information science, both when working at a library and within other areas. Equally important is knowledge of marketing of the library collections and services to different target groups, for example the general public and employers.

Another important aspect of librarians' work is to plan for long-term developments. The themes of the course are studied both theoretically and in a practical, professional context.

The course includes a compulsory work placement equivalent to one week's studies, resulting in a written assignment.

Seminar exercises are compulsory.

Type of Instruction

Teaching is delivered in the form of lectures, group discussions and seminar exercises. The course also includes a compulsory work placement equivalent to one week's studies.

Examination

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

In order to receive the grade of Pass, the intended learning outcomes must be achieved. The course is examined through oral and written tests and presentations of assignments. Presentations are given both individually and in groups.

For students who do not pass the first examinations, retake examinations are provided in accordance with local regulations at the university. Supplementary examination of the work placement is carried out in consultation with the teacher responsible for the course and the contact person at the workplace.

Course Evaluation

At the end of the course, a course evaluation is conducted and compiled into a report, which is made available to students and filed and stored according to departmental regulations.

Required Reading and Additional Study Material

Required Reading

Carlsson, Hanna (the latest edition). "Working with Facebook in Public Libraries: A Backstage Glimpse into the Library 2.0 Rhetoric". *Libri*, vol. 62, pp. 199–210. 11 p.

Garoufallou, Emmanouel; Siatri, Rania; Zafeiriou, Georgia & Balampanidou, Ekaterini (the latest edition). "The use of marketing concepts in library services: A literature review." *Library Review*, vol. 62, iss. 4–5, pp. 312–334. 22 p.

Johnson, Peggy (the latest edition). *Fundamentals of collection development and management*. ALA. 350 p. (selection)

Eliasson, Anette & Jansson, Eiler (the latest edition). *Konsten att synliggöra bibliotek*. Region Halland. 60 p.

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

Michnik, Katarina & Eriksson, Catarina (the latest edition). "Non-traditional library collections - in digital and other worlds." *Interlending & Document Supply*, vol. 4, iss. 4, pp. 165–170. 5 p.

Söderlind, Åsa & Elf, Gullvor (the latest edition). *Vi arbetar i medborgarnas tjänst: en kartläggning av mediestrategiskt arbete på bibliotek utifrån normerande dokument*. Svensk Biblioteksforening. 132 p.

Additional Study Material

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

Owens, Irene (ed.). (the latest edition). *Strategic marketing in library and*

information science. Haworth. 120 p. (selection)