

Learning Outcomes:

- Participants will begin to create a marketing plan in class that can be submitted to your supervisors, managers, and boards of directors for feedback and/or approval to continue.
- Participants will learn how to create and manage teams.
- Participants will learn how to strategically plan with TIPR method (Think, Investigate, Plan and Respond).
- Learn and subsequently teach other library staff to use TIPR and project management processes to keep your marketing plan in forward motion.
- Use a data driven approach that will guide the process and the vision of your library forward.

Part One: Introduction to Marketing

1. Introduction to Marketing
2. Review of Key Terms
3. 21st Century Considerations
4. Mission and Vision Statements
5. SWOT
6. Uncovering Patron Awareness by Using Focus Groups and Surveys
7. Exercises
8. Questions and Answers

Part Two:

1. The Market Plan Creation
2. Tools and tips for writing your plan
3. Managing your project
4. Implementation
5. Partnerships
6. Exercises
7. Questions and answers
8. Conclusion