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## Marketing Strategies for Library Resources and Services to the Engineering College Students

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**Abstract:** *This paper is to examine the marketing of Library resources and services to the engineering college students. Engineering education is needed to market their resources and services proactively to the students who are not familiar with the electronic environment. Librarians are needed to consider these learners' characteristics, language proficiency, learning styles and their subjects of interests. This paper also suggests users' web workflow strengthen the library visibility. Librarians can be very effective in applying their skills to the marketing process in libraries.*

**Keywords:** *Marketing, Engineering, Electronic, Library, Resources, Services.*

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### 1. INTRODUCTION

The information revolution triggered by personal computers and networking has been one major change, which brought about a revolution in the information profession. Libraries, as we know of as buildings with stacks of books and periodicals and signs of 'silence' all around, may become extinct in the coming decades. One may not run to the library or a librarian for information, but to one's own computer. The information would be at finger tips rather than in stacks. As the boundaries and utility of information and the speed and quantity of handling it expands, the initial costs of hardware and software will increase dramatically. New economies of scale would have to be discovered to make this investment economical.

The concept of marketing being applied to libraries add a new dimension to the profession. The topic of marketing strategy for library resources and services is much more relevant to the when the area of marketing itself is being redesigned to create and sustain more customers through creative, anticipate and response style of marketing. Libraries are cable of offering their resources and services in a way that more users are able to access them with much ease and flexibility.

Kotler defines Marketing Management *as* 'the process of planning and executing the conception, pricing, promotion, and distribution of goods, services, and ideas to create exchanges with target groups that satisfy the customer and organizational objectives.'

## **2. WHY MARKETING**

Information professionals must understand that it is essential to actively market their resources and services. Library marketing is critical for any information professional in order to spread the word about their library

It is important to understand the organization's mission to produce effective marketing resources and services that build the library brand and image, drives traffic to your web site and differentiates your library from its competitor once users' needs future trends and resources available have been established the librarian is in a position to plan the marketing objectives.

- 2.1 Increase in clientele, their variety, their demands, and their expectations.
- 2.2 Increase in the initial or capital cost of information and information technology, and the need to leverage the technology and find new levels of economies of scale to serve the increasing potential clientele.
- 2.3 Drying up of the public sponsorship and subsidy and the need to find alternate sources of revenue.
- 2.4 Complexity in ways of identifying clients and their requirements, and servicing them.

## **3. NEED FOR MARKETING LIBRARY RESOURCES AND SERVICES**

- \* Customers' requirements
- \* Scarcity of resources
- \* Maintaining relevance
- \* Visibility
- \* Valuable community resource
- \* Rising expectations
- \* Survival
- \* Beneficial to library image

## **4. MARKETING STRATEGIES FOR ENGINEERING COLLEGE LIBRARIES**

To market library resources and services is not difficult. Wolfe's (2005) observation, "Library public relations, promotions, and communications, how to do it manually "is a very useful guide for library marketing. There are few suggestions for marketing the library services to the readers.

- Create a library web page for the users. A web page is a good way promoting library resources and services.
  - E Mails containing new library resources and tips for finding information are great value at the critical stage.
  - Use of library wall space. The library can display different types study materials such as e books, e journals, database,
  - Attend academic lectures if the department you are responsible for has a prominent number of users.
  - Links to help services from all appropriate library web pages, where assistance may be needed.
- We applied the 7Ps (Koonz and Rockwood's 4 Ps plus Rafiq and Ahmed's 3Ps) of marketing mix which is defined as follows.

1. Product
2. Price
3. Place
4. Promotion
5. Participants
6. Physical Evidence
7. Process

The nature of organizational climate of engineering college libraries enables them to serve mainly for the institution to which they are studied. They can market their information resources and services by alert services, display of information events, bulletin boards, intranet, and online demo workshop, library web site, new arrivals display, abstract article of published and unpublished sources of the field concerned, conducting users awareness programme, orientation etc.

## **5. SIGNIFICANCE OF MARKETING IN ENGINEERING COLLEGE LIBRARY**

Author has found from the experience there is great demand for engineering resources available in the library from the user community. Most of the engineering students can search information through the internet for e learning. The marketing of engineering resources can through online methods effective way reach all users. Engineering college library at present most high tech level of providing facilities and services such automation, air condition, web OPAC, RFID etc.

1. Increase the number of engineering students to establish new engineering colleges
2. Increase number of new engineering branches
3. Technology development in technical education may adopt electronic environment.
4. Library professional and head of self financing college for support in organizing an engineering library.

## **6. BARRIERS AND INFLUENCING MARKETING OF LIBRARY RESOURCES**

### **6.1 Network Effect:**

6.1.1 Some monopolistic effect: With the development of internet and the rise of digitations, more technical information resources are available on the web pages and libraries are no longer the main providers of information resources. Engineering students spend more and more times on the web

6.1.2 Speed effect search Engine: When selecting information sources more students still rate search engine higher than they do libraries.

### **6.2 Inadequacy in Information Awareness and Ability**

6.2.1 Deviation of awareness of library resources and services: Engineering students are not clear about the information resources and services provided by their libraries.

6.2.2 Incapability of Information Retrieval and Estimation: The interface of library database is more complicated than the simple interface provided by search engines

### **6.3 Limitation of Library Database Systems**

6.3.1 Isolation and Independency between database and systems: Different types of database such as a bibliographic database, periodical database, multimedia database etc are independent and most of them don't provide cross searching function.

6.3.2 Inadequacy of Information Description in bibliographic database: The contents of bibliographic records are quite rich in online book search.

6.3.3 Difficulty in Grapping the Controlled Languages used in Indexing: We Know indexing tools adopted are subject classification and thesaurus when indexing the document information with classification numbers and terms. Common man cans difficulty to grasping controlled languages.

## **7. CONCLUSION**

Marketing is essential in making the proper planning, designing and use such services and resources for the better and optimal use of information. The library should give priority to provide excellent user services enhancing its images an information era. Therefore, marketing is not merely a tool to achieve economic results but to achieve total information results. Information professionals have been accustomed to utilizing user studies. The five laws of library science inculcate the customer perspective. Now, only a jump is needed for the librarians and information managers to use marketing effectively so as to meet the challenges facing them.

Engineering students are mostly site in front of computer world in that situation marketing of library resources and services can through only possible way online alerts services. Most of the engineering resources are published in electronic format such as e journal, e books, database etc.

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