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Lining Up The P's

Marcy M. Pride
614, mpride@liberty.edu

Pat Fisher

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Lining Up the P's: Marketing from any Position

Learning Outcomes:

1. Attendees will be able **to list** at least 4 P's of marketing
2. Attendees will be able **to identify** two marketing strategies for various library positions (trustee, administrator, librarian, support staff, technical staff)
3. Attendees will be able **to list** the 10 sections of a marketing plan

11:00 – 11:03 Introductions: Simmona

(3 minutes)

11:03 – 11:08 Opening Exercise: Marcy

(5 minutes) *Ask participants: Identify their position; What are you hoping to get from session?*

11:08– 11:15 Marketing Definition: Marcy

(7 minutes) *Ask participants: What does marketing mean to you?*

- Write responses on easel sheets
- Distribute handout 1: two definitions of marketing; lining up P's: Mktg from any position exercise and 10 sections of marketing plan (our book fig. 3.1) [2 page handout]
- **Can't** Discuss comparison of responses on sheet and definitions

11:15 – 11:25 Marketing Process Diagram: Pat

(10 minutes)

- Distribute handout 2: marketing process diagram
- Explain briefly
- Discuss
- Refer participants to 2nd page of handout 1(our book fig. 3.1)

11:25 – 11:45 Lining Up the P's: Marketing from any position exercise:

Marcy

(20 minutes) *Ask participants: What are strategies that can be used under each or any of the P's for each or any of the positions?*

- We record responses on grid created on easel sheets
- Tell participants they can use grid in their handout to make notes
- Discuss

11:45– 12:00 Wrap –Up : Pat

(15 minutes) General Q&A

Lining Up the P's: Marketing from any Position

Marketing Definitions

- *Marketing is a social process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others.* [underline emphasis is mine] **Phillip Kotler – Marketing Management, 5th edition, 1984**

- *Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.* [underline emphasis is mine] **American Marketing Association, 2005** Accessed via the Internet at <http://www.marketingpower.com/mg-dictionary.php?SearchFor=marketing&Searched=1>

Exercise

Positions	Product (service)	Place - Partnerships	Price	Promotions - Public Relations -Partnerships
Trustee				
Administrator				
Librarian				
Support staff				
Technical staff				

Blueprint for your Library Marketing Plan
Figure 3.1

Contents of a Marketing Plan

Section	Purpose
Table of Contents	Allows several members of a review board to quickly get to their section of interest.
Executive Summary	Synopsis of the entire plan for quick management skimming.
I. Introduction	Presents an explanation of the details of your product/service. After reading it the evaluator should understand what the product/service is and what you propose to do with it.
II. Target Market Description	Describes your target market in detail by using demographics; psychographics; behavioral data, with respect to your product/service; geography and lifestyle. It indicates how large the target market is and why you selected it for your product/service.
III. Current Market Situation	Analyzes where and how the product/service is currently being obtained (Place); the Price being paid (negative barriers to use or fees); the competitive alternatives; the product/service's current position in the customer's mind and relevant background information on the macro environment.
IV. Opportunity & Issue Analysis	Summarizes the main opportunities/threats for the product/service, the strengths/weaknesses of the library and the issues facing the product/service that the plan must deal with.
V. Marketing Goals & Objectives	States precisely the goals and objectives in terms of measurable changes in variables such as: awareness, usage, funding, etc. and the time needed to achieve them.
VI. Marketing Strategies	Presents the broad marketing approach that will be used to meet the plan's goals and objectives and how budget decisions will be made to support the strategies.
VII. Marketing Tactics/Action Plan	Answers <u>What</u> will be done. <u>Who</u> will do it. <u>When</u> will it be done and <u>How much</u> will it cost in terms of the product, price, place, partnerships and promotion.
VIII. Implementation and Controls	Outlines the controls that will be applied to monitor the plan's progress. Typically tactics are monitored to determine if they are being implemented on schedule and according to budget.
IX. Summary	Summarizes the advantages the product/service has over the competitive alternatives and why the plan will succeed.
X. Appendices	Include all supporting information.

Source: Adapted from W.A. Cohen, *The Marketing Plan*. 2nd ed. (New York, John Wiley & Sons, Inc. 1998); and P. Kotler, *Marketing Management: Analysis, Planning and Control*. (Englewood Cliffs, N.J. Prentice-Hall, Inc., 1984)