

MLIS-202 Information Products: Design and Marketing

Maximum Marks: 100

Maximum Allotted Hours: 100 (Classroom Teaching: 68 + Assignment: 19 + Seminar: 3)

Each Unit Allotted Hours: 20 (Classroom Teaching: 13 + Assignment: 4 + Seminar: 3)

Unit-1

- Information Products : Concept, Nature, Definition, Design and Types with Examples

Unit-2

- Information Analysis and Repackaging
 - Content Analysis-Techniques, Methods and Purpose
 - Condensation
 - Compilation
 - Electronic Content Creation

Unit-3

- Preparation and Production:
 - Research Articles
 - Technical Reports
 - Theses
- Consolidation:
 - Indexing and Abstracting Periodicals
 - Reviews
 - State of Art Reports
 - Progress Reports
 - Trend Reports
 - Conference Reports
 - Statistical Abstracts

Unit-4

- Marketing: Concept, Function, Approach
- Information as a Marketable Commodity
- Demand and Supply of Various Information Services, Factors affecting Demand and Supply
- Distribution and Marketing of Information

Unit-5

- Marketing Mix
- Market Segmentation
- Market Research/Analysis
- Implementing a Marketing Programme and Evaluation
- E-marketing- Concept, Advantages, Classification, Strategy and Organisation

Recommended Books:

1. BIKIKA (T L). Information Needs, Information Seeking Behavior and user. 2002. Ess Ess Publication. New Delhi.
2. CORNELIUS. LAN. Meaning and Method in Information Studies. 1996. Ablex Pub. Corporation. New Jersey.
3. KASHYAP (Madan Mohan). Computer Based Library Information System Designing Techniques. 1999. Sterling Publishers. New Delhi .
4. KAWATRA (P.S.) Text Book of Information science.2000.APH Publishing. Corporation. New Delhi.
5. KOCHAR (R.S.). Effective Library Systems and Practices. 1999. 1st Edition. Commonwealth Pub.. New Delhi.
6. SARDANA (J.L.), ed. Libraries and Information Studies in Retrospect and Prospect. 2002. Concept Pub. New Delhi.
7. SATISH (N.G.), ed. Attitude Towards Information: A Study of Social Scientist. 1994. Concept Publishing. New Delhi.
8. SATISH (N.G.), ed. Concepts in Communication Informatics and Librarianship.1994. Concept Publishing. New Delhi.