

Marketing Information Services

Technion Libraries

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The purpose was creating a recommendation report for marketing information and guidance services offered by the Technion libraries in order to make an extensive use of the resources. The Technion libraries consist of the Central Library and fourteen departmental libraries. The collections cover the fields of Engineering, Exact Sciences, Life Sciences, Architecture and Medicine. Technion libraries serve staff, students and researchers in the research institutions at the Technion Campus. The Technion librarians provide guidance in literature searches and management, academic writing, searches in databases, patent searches etc. The process included studying Technion libraries' information services, social networks and websites; reviewing marketing tools currently used; investigating effective marketing tools in academic libraries inside and outside Israel; distributing surveys among students and performing interviews with faculty members from various departments. The final product is a detailed report recommending marketing tools for the information and guidance services offered by the Technion libraries.

The main conclusion is that information and guidance services are an effective tool constitutes a major resource for research progress, but is in little use and therefore requires extensive marketing. My further recommendations are allocating resources for marketing the guidance services; conducting surveys with the target markets once a year and updating the library services accordingly. The process dealt with issues as gathering information from various sources and crowds, organizing and distributing it to the target market. The project was a thought-provoking experience which helped me better understand marketing tools throughout the media. The product will be the foundation for continuing efficient marketing work to promote the services to the target market.