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Strategic marketing of electronic resources

Title: Strategic marketing of electronic resources

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Abstract

Contemporary tertiary education institutions are operational in a highly competitive environment and are being confronted not only with specific local issues (student demographics, staffing requirements, etc) but also with the global repercussions of the connected world (i.e. online access to information). The question must rightly be asked: Can we really survive amidst such a competitive market? If so, how?

Small University Libraries function in very specific environments but are exposed to exactly the same market forces and societal dynamics of Big City Universities (BCU's). The good news is that Small University Libraries are, despite their size, also connected to the broader Library and Information Services sector, including BCU's. Networking with other institutions enables Small University Libraries to learn from them. Marketing is an example of the aforementioned principle, i.e. various means can be used to enable the library to grow an awareness of the electronic resources that are available to its clientele, and which can be utilized to the advancement and development of the institution in a cost-effective manner.

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