

Literacy Grant Final Report

Course Name and Number: Introduction to Marketing 351

Term: Fall 2012

Librarian: Mary Elizabeth Moylan

Adjunct Faculty: Maria Montenegro

Project Summary

In Introduction to Marketing, students learn about the theory and practice of marketing management in today's ever changing business environment. They learn about the methods, policies and institutions involved in the flow of goods and services from the producer to the consumer. By the end of the semester students should be able to demonstrate knowledge of the marketing mix, market segmentation and target marketing, explain important concepts in marketing and be able to, in a team setting, prepare a marketing plan for a new product.

In order to create a marketing plan, excellent research skills are essential. Research requirements include identifying data related to a specific industry. Additionally, demographic, geo-demographic, lifestyle, and competitive information is indispensable.

During the course of the semester, students attended two class sessions in the library, taught by Mary Elizabeth Moylan. They received hands on training on the use of the library's databases. Sources of industry information, demographics, and reference materials, as well as the New Strategist Series were highlighted. Guidelines were provided on how to narrow a database search, locate corporate and competitive information. Proper citation of work was also covered.

A pre- test on the use of The University of Scranton Weinberg Memorial Library was administered to students in the beginning of the semester. A post- test on the use of The University of Scranton Weinberg Memorial Library was administered to students at the end of the semester.

The students also had the opportunity to be trained by a fellow student on the Bloomberg terminals in the Trading Floor Room of Brennan Hall, home to the Kania School of Business. During this training session they learned how to research industry, corporate and competitive information.

Outcome

The students prepared and submitted their marketing plans at the end of the semester. These plans were well researched, thorough in scope, and students used a range of reference material. The marketing plans were some of the best that I have received in the five years I have been teaching this course.

Out of the 23 students in class, we saw an improvement in the use of the library from 12 students who initially agreed or strongly agreed that they often use the library to 20 students who agreed or strongly agreed that they use the library often, an improvement of 35%. When initially asked about their level of familiarity with all the resources available at the library, 6 students agreed or strongly agreed that they were familiar with the library and its resources. At the end of the semester 18 students agreed or strongly agreed with this statement, an improvement of 52%.

When asked to name a library database or service they now use post literacy training, students mentioned:

- ABI Inform
- Ebsco Host
- Pro Source
- SRDS
- Business Source Elite
- New Strategist Market Guides

Summary:

The students greatly benefited from this literacy grant. They were given the benefit of customized training by our Head Reference Librarian, Mary Elizabeth Moylan. They were exposed to some of the phenomenal databases at their disposal. They learned how to effectively and efficiently access the material. Students learned about appropriate documentation style and how to use it consistently. Information literacy is a life-long behavior that will assist students no matter where their studies or careers take them. In the competitive business environment, information literate individuals will have an advantage over those who do not possess these skills. My goal is to educate students to become productive members of the business world. The literacy training provided these students has most assuredly enhanced these skills.

General comments I received from the students included:

- The overall process was extremely helpful
- I learned the importance of library resources, marketing resources and journals available
- I learned how to refine my search
- I would like a library tour
- I did not know how large the database is
- The use of the databases gave me a better understanding of the research paper topics
- Papers become easier to write when the information is clearer