



Zarqa University
Faculty of Educational Science
Department of Library and Information Science

No. 0512440

Marketing of Information Services

3 C.H.

This course is intended to introduce students to the general concepts of marketing. The importance and ways of marketing. Marketing of information, means and ways. Publicity and promotion of information services. Marketing programmes, strategies for public relations, market studies and users' need studies. Training of staff, traditional and electronic publishing for marketing. Problems facing marketing of information in the Arab countries in general, and those affecting marketing of information in Jordan in particular.