



LIMES teaching materials now available

Teaching materials for Branding and Marketing

These materials give an introduction to branding in the commercial world. Derek Stephens, from Loughborough University, worked closely with Jill Finney, Director of Strategic Marketing and Communications, British Library and Graham Walton, Service Development Manager, Loughborough University Library to create two case studies which demonstrate two different approaches to the development and promotion of a brand (includes videos).

Teaching material available

There are four Marketing packages; each with a Tutor's Guide.

Marketing Package 1. Case study comparison of two different information centres' experience with strategy and marketing and promotion.

Marketing Package 2. General Introduction to Branding and Branding in Library and Information Services and a lecture. 'Branding, why bother?'

Marketing Package Three. How to Successfully Re-Brand in the Information World: A Case Study of the British Library. Includes a lecture: Case study: Branding and raising awareness in the library sector – the British Library experience so far. Papers and British Library documents are included. This package links to the video interview with Jill Finney of the British Library.

Marketing Package Four. Branding an Academic Library: A Case Study of the Pilkington Library at Loughborough University. Includes student activities and coursework. This package links to the video interview with Graham Walton, Loughborough University Library.

The LIMES Project

The teaching materials made available through the LIMES Project have been created as a result of HEFCE funding and a unique partnership between three library and information departments: Loughborough University, the University of the West of England, Bristol and Liverpool John Moores University. The project has identified skills gaps in existing teaching materials and has developed case studies that address these gaps and demonstrate to library and information students a range of skills they may require in the workplace environment. The materials are available **now** from the LIMES web site <http://www.ics.heacademy.ac.uk/limes/> and are freely available for you to use in your teaching.