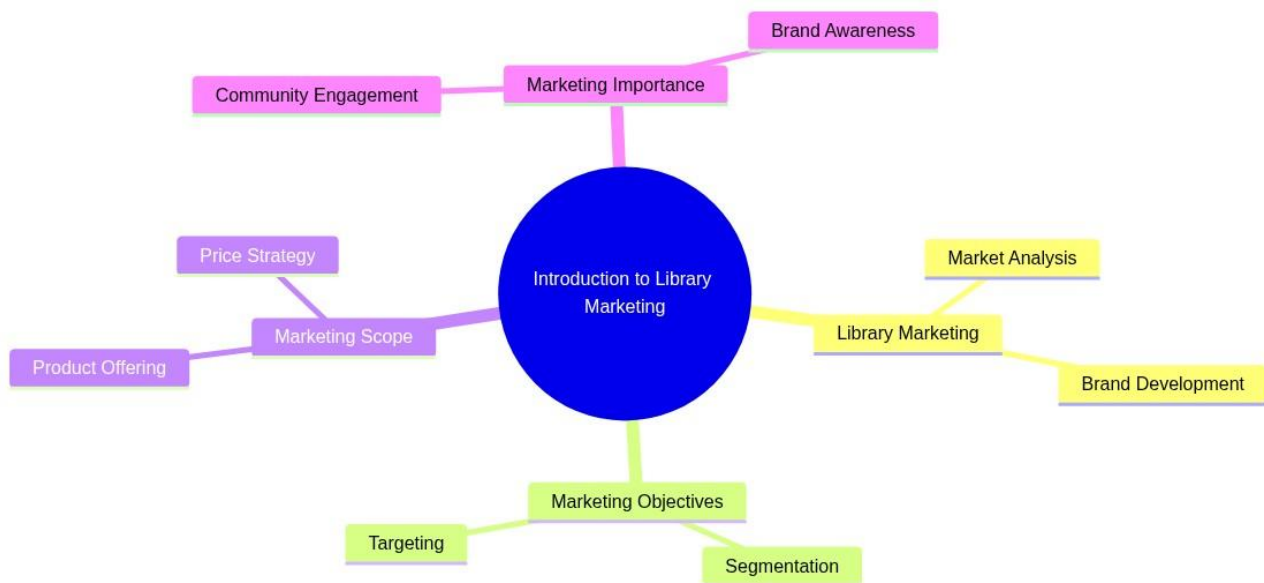


Undergraduate Certificate in Library Marketing

Introduction to Library Marketing



mindmap

```

root((Introduction to Library Marketing))
  Library Marketing
    Market Analysis
    Brand Development
  Marketing Objectives
    Segmentation
    Targeting
  Marketing Scope
    Product Offering
    Price Strategy
  Marketing Importance
    Community Engagement
    Brand Awareness
  
```