

LIBRARY UTILIZATION OF FATHER SATURNINO URIOS UNIVERSITY:  
PROPOSED MARKETING PLAN

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A Thesis  
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Cebu City, Philippines

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In Partial Fulfillment  
of the Requirements for the Degree  
MASTER OF SCIENCE IN LIBRARY AND INFORMATION SCIENCE

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by  
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September 2012

# APPROVAL SHEET

This Thesis entitled "**LIBRARY UTILIZATION OF FATHER SATURNINO URIOS UNIVERSITY: PROPOSED MARKETING PLAN,**" prepared and submitted by JANE P. SINGURAN in partial fulfillment of the requirements for the degree of MASTER OF SCIENCE IN LIBRARY AND INFORMATION SCIENCE has been examined and is recommended for acceptance and approval for **ORAL EXAMINATION.**

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## ABSTRACT

*Objective and Scope* .This study looked into the extend of undergraduate use of library resources and facilities of the Father Saturnino Urios University (FSUU) in SY 2008-2010 with a view to design a workable marketing plan.

*Method of Research*. A self-made questionnaire and an interview schedule were used to gather data from 370 undergraduate students enrolled in the various programs of FSUU.

*Results*. Print resources least utilized were seen in twenty-five common subject areas as in political science, etc. Non print materials also least utilized were tapes, cd-rom, etc. Happily, the moderately utilized resources were on thirteen subject areas, the serials, the OPAC, and Internet Access.

Library facilities as the discussion room, viewing room, faculty area, automated borrowing and returning area, resource center, IMC, and photocopy area were moderately utilized, but the air-conditioned facilities of the library were much utilized.

*Conclusion*. To maximize the use of the library resources and facilities, four moves are suggested: For FSUU Administration, to implement the proposed marketing plan, and to provide a separate budget allocation for various marketing strategies for the library. For the librarians to link with the local community on library-sponsored activities and to evaluate the marketing plan periodically.

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