

# **Marketing Applications in Kelaniya University Main Library**

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The purpose of this case study was to describe marketing methods, techniques and activities used in Kelaniya university Library and their staff perceptions regarding the importance of marketing applications. In addition, it identifies factors which hinder the uptake of marketing, and investigates the evaluation methods used. This study used survey research method. This study selected all Academic staff members in university of Kelaniya library. Data collected through Observation and interviews. Secondary data was also used in this study. The present study examined the current situation in Kelaniya University Library as well as staff attitudes and perceptions towards marketing applications. The findings of the study indicate that Academic staff acknowledge the need to adopt marketing techniques as a means of promoting library services, and they realize that marketing approaches can be effective if they are correctly incorporated into their work. However, the results indicate a divergence in practice. The majority of library made some marketing techniques, mainly related to promotion and advertising, without incorporating the concept of marketing into their general institutional goals and strategic planning. Whilst marketing techniques and methods are used in academic libraries worldwide, the spread of marketing in Kelaniya university library provide to be limited. Basic operational problems were identified as the main barrier to greater uptake.

*Keywords:* Academic libraries, Library service, Library evaluation, Library marketing