

OER Marketing Portfolio Assignment

Marketing OER textbooks to increase adoption and adaptation. Designed by Corinne Gould for Book Marketing at Portland State University.

Abstract

This OER Marketing Portfolio assignment was designed for Portland State University's graduate Book Marketing course (WR 563), a core class in the [Masters of Book Publishing](#) program curriculum. The class is a comprehensive introduction to professional book marketing, covering a variety of genres and markets, now including Open Education Resources and traditionally published textbooks. To meet the course's learning objectives, students cumulatively build a marketing plan and supporting marketing and publicity materials for a book of their choice.

This assignment is designed with open pedagogy in mind. Students work individually to achieve their learning outcomes and develop a portfolio to demonstrate book marketing proficiency with opportunities to engage with peers in brainstorming, knowledge-sharing, and peer-review. Students have the option to include their marketing plans and marketing and publicity materials in an open access resource designed for OER creators, marketing and publishing students, and professionals.

The concept for this assignment comes from Amy Hofer at Statewide Open Education Library Services, with support from Karen Bjork at Digital Initiatives and Scholarly Publishing at Portland State University Library, and insight from Sonya Bennett-Brandt and Symphonie Swift at OpenStax.

If you are an OER creator or adopter, please share your perspective to help me improve the framing for this assignment by [offering feedback via Google form](#) or emailing me directly at cogould@pdx.edu.

Learning Objectives

1. Conduct effective market research including developing audience personas, completing a SWOT analysis, and defining unique value propositions
2. Use critical and strategic thinking to develop a book marketing plan
3. Draft marketing and publicity materials to support a book marketing plan, including cover copy, tipsheet, metadata description and keywords, onesheet, press release, media list, advertising plan, and example ad creative for one or more channels

Learning Materials

[12 Proven Strategies for Marketing OERs](#) by Karen Rege

[OER Promotions Guide](#) by Janet Swatscheno

[Marketing and Publicity Materials](#) and [B2C Book Marketing Toolkit](#) by Corinne Gould

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Marketing Plan Assignment Description

By focusing on OER, we are leveraging marketing and publicity best practices for a niche and emerging type of book product. OER marketing can draw on book marketing strategies across trade, textbook, and open access publishing. Especially in the innovative and equity-focused arena of OER, there are opportunities for marketing and publicity efforts that are collaborative, creative, digital-first, and transformative.

The audience for OER textbooks is diverse: faculty, librarians, administrators, students, and other stakeholders who influence OER adoption. A “conversion” for OER is more expansive than a singular purchase, and the metrics for success can be measured by individual downloads, course-by-course adoption, dollars saved, or the number of impacted students, classrooms, or institutions.

Throughout the term, you will submit and get feedback on a comprehensive book marketing strategy and a variety of book marketing and publicity materials designed for one textbook of your choice available through [Open Oregon Educational Resources](#), Portland State’s [PDXOPEN](#), or Rice University’s [OpenStacks](#).

In the final week of the term, you will incorporate instructor and peer feedback to submit all materials as a final portfolio. After submission, you have the option to have your marketing plans and marketing and publicity materials included in an OER designed for OER creators and marketing and publishing students and professionals.

Marketing strategy

Before beginning to draft the supporting marketing and publicity materials, review the [B2C Book Marketing Toolkit](#) by Corinne Gould. Conduct market research and a SWOT analysis to outline your marketing strategy, focusing on how you will directly influence readers through the marketing funnel from awareness to consideration and conversion. Make sure your strategy document answers these questions:

- Who is the target market?
- What platforms or channels will reach this target market?
- What are the strengths, weaknesses, opportunities, and threats (SWOT) for this positioning textbook?
- What is the proposed timeline for promotion, including how frequently advertising will be shared?
- If there is a marketing budget, how should it be allocated?

Marketing and publicity materials

Review the [Marketing and Publicity Materials](#) list by Corinne Gould. Informed by your marketing strategy, draft the following materials:

- Cover copy
- Tipsheet with author bio, comp titles, and BISAC codes
- Metadata book description and keywords
- Publicity kit with onesheet, press release, and media list
- Advertising plan and proposed budget
- Ad copy and creative

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