What a Business Librarian Learned from the Health Sciences: Adapting the PICO Framework to Inform Library Instruction for Marketing Students

Jim Kelly
University of Northern Iowa

Copyright ©2019 Jim Kelly
Follow this and additional works at: https://scholarworks.uni.edu/lib_facpub

Part of the Library and Information Science Commons

Let us know how access to this document benefits you

Recommended Citation
Kelly, Jim, "What a Business Librarian Learned from the Health Sciences: Adapting the PICO Framework to Inform Library Instruction for Marketing Students" (2019). Rod Library Faculty Publications. 12.
https://scholarworks.uni.edu/lib_facpub/12

This Conference is brought to you for free and open access by the Rod Library at UNI ScholarWorks. It has been accepted for inclusion in Rod Library Faculty Publications by an authorized administrator of UNI ScholarWorks. For more information, please contact scholarworks@uni.edu.
What a Business Librarian Learned from the Health Sciences: Adapting the PICO Framework to Inform Library Instruction for Marketing Students

Jim Kelly, Instruction & Liaison Librarian-Business, University of Northern Iowa

Problem/Need:

How can I make a one-shot library instruction session for an undergraduate marketing research course more relevant and more interesting for the students and the librarian?

Solution:

Draw on the techniques used by health sciences librarians (PICO, etc.), but reverse the PICO approach in order to create multidimensional scenarios to use when demonstrating library resources for these marketing research students.

Examples of this approach in action:

Example #1

Variables
Product/Service: Retail bicycle sales and service
Target Customer(s): Parents with young children
Scenario:
A store offering bicycle sales, repair, and rental has been open for about 4 years. It has established a solid core of business with dedicated cyclists. In general, this customer base tends to be people in their early 20s (who don’t have children) or in their mid-40s or older (who have older children). The store owner is very interested in boosting sales and rentals to families with young children. Please recommend two strategies to help the business with this goal.

Conclusion:
The benefits of this approach are multifold: students get to observe the librarian (1) breaking down a multidimensional case into its key components and, in turn, (2) using specific secondary information/data sources to research these components. At the same time, (3) the librarian is forced to step out of his/her comfortable habits of searching familiar topics that may lack depth or context and explore new topics and/or new dimensions of familiar topics.

References
http://www.ala.org/rusa/sites/ala.org.rusa/files/content/sections/brass/Publications/Acad_BRASS/2018_fall_Kelly.pdf


Example #2

Variables
Product/service: live theater/performance venue
Target customer(s): families with children
Geography: small city
Organization type: non-profit
Scenario:
The West Riverside Theater (seating capacity 650) is a successful performance venue in a city of 40,000. This non-profit venue hosts a wide variety of live performances. Ticket sales are good for adults, but the theater wants to attract more families with children. The theater seeks guidance on: 1. What type of performances would draw families?, and 2. When are these performances likely to succeed?