Abstract: A three-year marketing plan was designed and formulated for Northwestern University Educational Resource Center (NWUERC) to achieve optimum library utilization.

The purpose of this undertaking was to develop a three-year marketing plan geared towards the increase utilization of resources, services and facilities of the NUERC.

Specifically, it determined 1.1- the profile of library staff (degree/course finished, trainings/seminars attended and marketing background; 1.2- the profile of respondent library users (frequency of library usage and place to stay to maximize time or vacant period, reasons why library users prefers to stay in other places instead of the library during their vacant period; 2) the level of practice of marketing activities of NUERC as perceived by library staff and library users; 3) the strengths, weaknesses, opportunities and threats (SWOT) of NUERC; 4) what marketing plan should be proposed for NUERC to achieve optimum library utilization; and 5) the content validity of the proposed marketing plan for NUERC in terms of executive summary b) situation analysis c) marketing strategy and d) implementation.

This study basically employed the research and development (R&D) methodology which is meant to construct and validate an output. It underwent three phases which are: 1. The planning stage 2. The development stage and 3. The validation stage.

The research was conducted in Northwestern University, a private, non-sectarian educational institution located at Don Mariano Marcos Ave. Laoag city, Ilocos Norte. It involved the educational resource center’s library staff and library users consisting of deans, faculty members and students as respondents. Data were gathered through the use of survey questionnaire and analysis of documentary records. Frequency counts and percentages have been used to analyze the data on
the profile of the respondents. For the level of practice of the marketing activities obtained through the feedback gathered from the respondents, the weighted mean was employed.