**Abstract**

Academic Libraries nowadays have to relate all its activities to public and its users very often and keep them updated with the changes and Updation in the Library. In order to attract the users and sustain in this modern ICT world, the user’s complete satisfaction is the ultimatum. We are in a digital world where one need not physically go to the Library or a computer to get information they want. Just a swipe on their smart phone and they have their required information in their finger tips. They just require a device to login and an internet or Wi-Fi connection. That’s it. This study is about the marketing of information products and services among users of M. Kumarasamy College of Engineering, Karur. From this research it is found that the marketing of services has been a great challenge with limited budget as well as the emerging ICT tools and technology day by day. The study shows the user behavior, their awareness level, usage, usefulness & the marketing strategies used in the College Library for promoting their services. This paper also suggests that Librarians have to be proactive in marketing their information sources & services with the help of current marketing strategies using ICT which is the need of the hour.