Collection Development Policy
Marketing

Spring 2004

Statement of Purpose:

Marketing is a dynamic field with many dimensions, including product selection and planning, product distribution pricing and promotion. Marketing operations are carried out domestically and internationally in virtually all business organizations offering a product or service. Many marketing concepts are applicable to the operations of non-profit organizations such as governmental, educational, and health care institutions as well as charitable and political campaigns. Marketing operations provide the most visible links between the firm or institution and its many publics. Marketing in the end deals with people, people who are constantly changing in their needs, wants and desires; and coupled with these changing tastes is a fiercely competitive environment sustained by all the resources of a rapidly evolving technology. These forces lead to much of the challenge - much to the dynamic nature of marketing.

The Marketing Department offers the following academic programs: an undergraduate (B.A or B.S.) major, an undergraduate minor, and a Ph.D. The department also contributes heavily to the Master of Business Administration (MBA) program.

The Ph.D. Program in Marketing creates value for students by focusing on managerial applications that are grounded in innovative theory and method. The program prepares graduates for careers as university professors and for research careers in other organizations. It also reflects upon a new culture in education that is based upon a close relationship among academia, industry, and other constituencies. Graduates of the Ph.D. program in Marketing are capable of pursing substantive research programs and have the necessary research skills to allow them to publish their efforts in leading marketing and business journals. These skills enable students to be at the cutting edge of marketing management, research and teaching.

The library strives to develop and maintain a collection that will support the undergraduate and graduate curriculum as well as meet the research needs of graduate students and faculty.

I. **COLLECTION GUIDELINES**
   A. Area: Marketing
   B. Classes and Levels

<table>
<thead>
<tr>
<th>LC Class</th>
<th>Description</th>
<th>Current Collection</th>
<th>Collection Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>HF5410-HF5545</td>
<td>Marketing, Distribution of Products, Wholesale Trade, Retail Trade, Purchasing</td>
<td>3c</td>
<td>4</td>
</tr>
<tr>
<td>HF5717-HF5800</td>
<td>Business Communication, Shipment of Goods</td>
<td>3c</td>
<td>4</td>
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</tbody>
</table>

C. 3c = Advanced Study or Instructional Support Level  
4 = Research Level

D. Scope of Coverage:
   1. **Chronological Guidelines:**
Emphasis is on current marketing literature. Works on historical marketing practices, thought and theories are also collected.

2. **Geographical Guidelines:**

Primary emphasis is on the United States and Latin America. However, works on international topics and covering countries outside the United States and Latin America are also collected.

3. **Date of Publication Guidelines:**

Emphasis of acquisitions is on current imprints. Older imprints are acquired selectively as needed.

4. **Languages:**

English is the primary language of the collection.

E. **Types of Materials Collected:**

1. **Treatment of Subject**

Publications are collected on all aspects of marketing with emphasis on maintaining a substantial selection of journals and on developing a strong research monograph collection representing important professional and trade presses. Conference proceedings, technical reports, dissertations, reference works, graduate and advanced undergraduate texts are acquired selectively.

2. **Format**

Journals are collected in print, microfiche and online formats. Full text electronic journals are preferred. Monographs are primarily collected in print although many have accompanying cdroms.

II. **ACQUISITIONS STRATEGY**

The Collection Development Librarian assigned to the Department of Marketing works in partnership with the faculty to select materials for the collection. The library maintains a well-established approval plan for most trade and professional presses of interest to the department. Other titles, not covered by the approval plan, are ordered upon request. New journal titles may be ordered by canceling current subscriptions. Backfiles of journals may be ordered, primarily on microfiche, but in an electronic format when available. The library occasionally receives donations of monographs and journals from various sources, including faculty, students and community members. Donations will be evaluated by the Collection Development librarian and added to the collection when appropriate.

III. **COLLECTION NOTES**

Resources supporting other programs within the College of Business Administration, such as economics, finance, and management are of vital interest to the department. Resources in
the area of psychology and mass communications are also important. Collection policies in these areas should also be consulted.

Pam Tucker

4/12/04