

# MARKETING AND INTERNATIONAL BUSINESS

## COLLECTION DEVELOPMENT POLICY STATEMENT

### I. PURPOSE AND PROGRAM DESCRIPTION

#### A. Library Collection Development Objective

The double purposes of the collection for Marketing and International Business should be to support teaching in our majors and minors and to support research of our faculty. Faculty research is mostly supported by access to current and historical periodicals while teaching is supported both by periodicals and by books.

In terms of books, we should be focusing on general marketing titles as well as titles related to advertising, social media and professional selling. General titles in international business can support that major.

We are in the process of developing a minor in logistics and supply channels so books in that area will increase in importance.

#### B. Description of User Groups Supported

This collection is to support undergraduate students, master's students, and faculty. Over the last five years the number of online students has increased, and now accounts for 1/3 of the students.

#### C. New and Expanding Areas of Interest

The department is planning to add a minor in logistics and supply chain management.

#### D. Areas of Established Specialization

Advertising and professional sales.

### II. TREATMENT OF SUBJECT DEPTH

A. Treatment of Depth

SUBJECT SUBDIVISIONS	COLLECTING LEVEL
Advertising	4
Advertising—Social aspects	3
Branding	3
Business etiquette	2
Communication in marketing	4
Consumer behavior	5
Consumption (Economics)	2
Digital marketing	3
Direct marketing	2
Export marketing	4
Industrial marketing (Business to Business)	3
Intercultural communication	4
International business enterprises	4
Marketing	4
Marketing channels	3
Marketing planning	3
Marketing research	3
Retail trade	3
Sales management	3
Sales promotion (Promotions)	2
Selling	3
Social media—Marketing	4

B. Specific Delimitations

**Formats collected:** Monographs and Journals: extensively. Media, Microformat collections, and Reference tools: selectively. Maps and Proceedings: excluded.

**Imprint dates collected:** Current and 20th century: extensively. 19<sup>th</sup> century, Earlier: excluded.

**Chronological focus:** Current: extensively. 20th century: selectively. 19<sup>th</sup> century, Earlier: excluded.

**Languages collected:** English.

**Place of Publication:** United States, extensively. Elsewhere: selectively.

**Significant Publishers:**