Collection Development Policy
Marketing and Advertising

Subject Librarian: Vincci Kwong

Purpose of policy: The collection development policy for Marketing and Advertising guides the development and management of the Marketing and Advertising collection.

Program Description: The Department of Marketing provides students with understanding on things that contribute to successful marketing of a product or services. The advertising curriculum provides an educational foundation for those preparing for careers in advertising.

Areas of established specialization
- Marketing Research
- International Marketing
- Consumer Behavior
- Marketing Strategy
- Advertising
- Retail Strategy
- Sales Management

Changes in user population for most recent five years:
- None

New and expanding areas of interest:
- Big data

Degrees Offered:
- Bachelor of Science in Marketing
- Marketing Minor
- Bachelor of Science in Advertising

Clientele: The primary clientele are the undergraduate and graduate students, faculty, and staff of the Marketing Department.

Scope and Collection Guidelines

The Marketing and Advertising collection consists of works written for the basic through advanced undergraduate level and for basic faculty research. Graduate and research level publications are collected selectively.

Formats collected: Scholarly monographs, journals, professional/practitioner trade journals, and selected magazines. The preference for serials in this area is for online subscriptions.

Formats excluded: Pamphlets, newsletters, article reprints, and required textbooks.

Language: The collection is primarily in English.

Geographic coverage: All geographic areas are covered.
**Chronological periods collected:** Priority is given to current publications. Older imprints are collected selectively, usually as replacements for classic works, or upon request.

**Subject Emphases:** The Marketing and Advertising collection focuses on areas related to marketing research, international marketing, consumer behavior, marketing strategy, advertising, retail strategy, and sales management.

**Current Collecting Priorities:** Based on areas of established specialization stated above.

**Subjects Collected Selectively:** None.

**Reference:** Reference material for Marketing and Advertising are selected by the Business and Economics subject librarian following the general subject parameters of the collection policy.

**Interdisciplinary Considerations:** Due to the interdisciplinary nature of marketing and advertising, materials are also occasionally selected in the areas of economics, communications, history, and psychology.

**Location:** Marketing and Advertising materials are housed in the Schurz Library. Works specifically about the discipline of Marketing and Advertising are classified in the HD and HF schedule of Library of Congress system. Below are LC call numbers for specific areas:

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