

MARKETING AND ECONOMICS COLLECTION DEVELOPMENT POLICY STATEMENT

I. PURPOSE AND PROGRAM DESCRIPTION

A. Library Collection Development Objective

The library seeks to support curricular, research, and lifelong learning needs in marketing and economics. Every organization must market itself as well as its products and services. Marketing develops skills in targeting products and services to satisfy customer needs through product, price, promotion and distributional strategies.

B. Description of User Groups Supported

In relation to Marketing, the library seeks to support the following user groups: Undergraduate students, Master's Degree students, Faculty and other community users. Changes in user population include the development of the MBA program that requires library support at the graduate level.

C. New and Expanding Areas of Interest

New and expanding areas of interest in relation to marketing include the following: Professional Selling, Direct Marketing, and Electronic Marketing.

D. Areas of Established Specialization

Areas of established specialization include the following: Promotion, Sales Management, Buyer Behavior, Marketing Research, Marketing Channels, International Marketing, Industrial Marketing, Service Marketing and Strategic Marketing.

II. TREATMENT OF SUBJECT DEPTH

A. Treatment of Subject Depth

Materials will be collected in the following subject areas to support the marketing and economics programs. The collecting levels range from basic, intermediate, and advanced study or instructional support.

SUBJECT SUBDIVISIONS	COLLECTING LEVEL
Professional Selling	3B
Promotion	3B
Retailing	3B
Sales Management	3B
Buyer Behavior	3B
Marketing Research	3B
Marketing Channels	3B
International Marketing	3B
Industrial Marketing	3B
Service Marketing	3B
Direct Marketing	3B
Electronic Marketing	3A
Strategic Marketing	3C
Transportation/Logistics	3C
Macroeconomic Theory	3B
Microeconomic Theory	3B
Managerial Economics	3C
Economic History/Thought	3A
Public Finance/Fiscal	3B
Econometrics	3C
International Trade/Finance	3B
Economic Systems	3A
Multinational Corporate Finance	3B
Urban, Rural and Regional	3B
Financial Economics	3B
Economic Development	3A
Real Estate	3B
Agricultural, Natural Resource and Environmental Economics	3B
Labor Economics	3B
Health, Education and Welfare	3B
Industrial Organization	3A
Business Economics	3A
Law and Economics	3B

B. Specific Delimitations

Formats collected: Each of the following format types in marketing should be collected selectively: Annuals and other serials, audiovisual, electronic, microformat collection, monographs, periodicals, reference sources and textbooks, with slightly less focus on microformat collections and audiovisual resources.

Imprint dates collected: Library resources with imprint dates that are current (1980-present) and a part of the earlier 20th century should be collected selectively, with a greater focus on current resources.

Chronological focus: The chronological focus in marketing should be current (1980-present) and earlier 20th century, with collecting being done selectively, with a greater focus on current resources.

Languages collected: The marketing collection should include resources that are published in English and should be developed selectively.

Places of publication: Library resources that are published in the following regions, which are listed in order of priority, should be collected selectively. North America, Western Europe, Australia/New Zealand, and Eastern Europe/Asia.