

Marketing

Subject: A. Marketing

Purpose: B. The Marketing collection is primarily intended to support undergraduate and graduate research and teaching to the Bachelor and Master levels as well as individual faculty projects.

Academic Programs Served:

C. The Marketing collection supports programs primarily in the Marketing Department. Degrees are offered at the Bachelor level and Master level with concentration in Marketing. Various aspects of Marketing are of interest to other disciplines such as Accounting, Economics, Finance, and Management.

Collection Guidelines:

D. **Languages:** Materials are collected in English only.

Chronology: Current imprints are emphasized.

Geography: The United States is emphasized along with an increased emphasis on international marketing. American and Western European imprints are emphasized.

Notes/Comments:

Lower and upper division textbooks are excluded. Collection focuses on marketing theory and its technological applications as well as e-marketing and various functional marketing areas. Materials in traditional marketing areas (ex. advertising, consumer research) are also collected.

Library Liaison: Diane Tomasko

**Collecting Levels In
Marketing**

<u>Subject</u>	<u>LC Classification</u>	<u>Collecting Level</u>
Commerce	HF 1 - 5000	A
Business	HF 5001- 5548	A
Shipping of Merchandise, Delivery	HF 5761- 5800	B
Advertising	HF 5801- 9999	A