COLLECTION DEVELOPMENT POLICY STATEMENT

MARKETING

Date: February, 2008

Collection Development Librarian: Shmuel Ben-Gad

I. PURPOSE/PROGRAM SUPPORT

The collection supports the Department of Marketing of the School of Business. Materials are acquired to support current and anticipated teaching and research through the doctoral level. Marketing is one of the fields of concentration for both the Bachelor of Business Administration and the Master of Business Administration. It is also a study field at the doctoral level. There are eight full time faculty members and approximately 177 undergraduate majors, 21 MBA students with a concentration in marketing, and 6 Ph.D. students with a concentration in marketing. In addition to the faculty and students of the Department of Marketing, materials may also be of interest to those in other departments of School of Business and also in the Economics, Engineering Management and Systems Engineering, and Organizational Sciences and Communication departments.

II. AREA RESOURCES

A. Washington Research Library Consortium (WRLC)

The member libraries, as a whole, and American University, George Mason University, and Georgetown University in particular, have a significant amount of relevant material.

B. Other area resources

Academic libraries outside the WRLC, trade association libraries, larger public libraries, and the Library of Congress and other governmental libraries have relevant material.

Faculty and graduate students have access and borrowing privileges at the Chesapeake Information and Research Library Alliance (CIRLA) libraries
III. GENERAL COLLECTION GUIDELINES

A. Language

English is the primary language. Works in other languages, particularly statistical compilations and periodicals, are considered for acquisition.

B. Period of Coverage

Almost exclusively from 1900 to the present.

C. Dates of Publication

Recent material is acquired almost exclusively, though important older theoretical works and empirical studies may be acquired.

D. Geographical

The emphasis is upon the United States. Support for teaching and research of marketing in countries other than the U.S. is covered in the collection development policy statement for International Business.

E. Treatment of Subject

Scholarly monographs, in-depth treatments of practical aspects of marketing, analyses of industries and product and services markets, marketing surveys, statistical compilations, and some textbooks are acquired. Scholarly journals and periodicals focused on relevant marketing news and information for specific industries, products, and services are also acquired.

IV. DESCRIPTION OF MATERIALS AND FORMAT

The bulk of the collection is comprised of monographs, scholarly journals, newspapers, business news magazines, and trade journals in paper, microform, and electronic formats.

V. SPECIAL CONSIDERATIONS

The Department of Marketing, and hence the library collection built in support of it, is primarily U.S. focussed, but much international marketing material is acquired in support of the Department of International Business.

VI. DUPLICATION

In general, duplicate copies of a title are not purchased, the operating principle being to
purchase more titles rather than extra copies of individual titles. However, if demand warrants, e.g. reserve readings, duplicate copies are bought on a case by case basis. Additional copies of titles may be accepted as gifts.

VII. SELECTION METHODS

A. Selection of new materials generally occurs through 5 sources:

1. The approval plan through Blackwell’s Book Services is monitored on a regular basis to ensure the profile meets our needs. Any changes in the curriculum, as indicated through library impact statements, are examined against possible changes in the approval profile.

2. Firm orders are initiated by the collection development librarian. Firm order requests from faculty and students are reviewed and approved by the collection development librarian.

3. Standing orders, memberships and serial requests are initiated by the collection development librarian.

4. Gifts are accepted under the same guidelines as other acquisitions. They must fit the criteria spelled out in this collection development policy.

5. The Library participates in the Federal Depository Library Program; collection development librarians review documents available through the U.S.G.P.O. for access or inclusion in the collection.

B. Deselection

The deselection process can be initiated by Gelman staff, by faculty, or by the collection development librarian. Final decisions on deselection are made by the collection development librarian. Items are checked for general condition, availability of newer or replacement editions and the continuing value of the content.

VIII. LIBRARY OF CONGRESS CLASSIFICATION

Most of the material relevant to the Department of Marketing can be found in the HF 5410-5417.5 and HF 5801-6182 class marks of the Library of Congress classification system.