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Libraries' Documents

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## Collection Development Policy, Marketing

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## Collection Development Statement

Department: College of Business: Marketing  
Drafted by: Shellie Foss  
Date drafted: March 8, 2004  
Date revised: 27 May 2008 by Jason Martin  
Date revised: 20 April 2015 by Missy Murphey

### Collection purpose

The collection supports the coursework and research activities of students at the undergraduate and graduate levels, as well as the instruction and research activities of faculty, as well as business and marketing-oriented programs throughout the University.

### GRADUATE PROGRAMS

#### *Doctoral Program--Business Administration: Marketing Concentration*

The primary objective of the marketing track for the Ph.D. program in Business Administration is to prepare students for a successful academic career in marketing. Accordingly, the goal of the program is to produce skilled researchers who can make a valuable contribution to the discipline.

#### *Master's Degree Programs – Master of Business Administration*

The UCF **Executive MBA** is a 19-month, cohort program designed for mid to senior-level professionals. The UCF EMBA offers an applicable curriculum and international residency in a rigorous, leadership focused program. Classes are held three Saturdays and one Friday per month starting each fall at the UCF Executive Development Center's state-of-the-art downtown facility.

The UCF **Professional MBA** is a 24-month cohort program designed for emerging professionals. The UCF PMBA offers students the ability to complete an MBA program while maintaining their career path. Classes are held two evening per week starting at the UCF Executive Development Center each summer or at a regional campus each fall.

The UCF **Evening MBA** is designed to accommodate working professionals who want to pursue an MBA at their own pace. Offered each fall, this MBA program is part-time with evening, weekday classes held at the UCF Main Campus.

### UNDERGRADUATE PROGRAMS

#### *Majors*

- Marketing

Marketing encompasses the total system of interacting business activities designed to plan, price, promote, and distribute products and services to customers. The marketing curriculum concentrates on developing the student's ability to understand, interpret, and measure market demand and to understand the blending of product, pricing strategies, promotional strategies, and distribution. There are currently two tracks: General and Professional Selling. Beginning in 2016, the Professional Selling track will be opened up to other majors in the business school. Within the major, *certificates of achievement* may be earned in the following areas: Selling and Sales Management; Retailing Management; E-Marketing; Sport Marketing Management; and Healthcare Marketing.

## **COLLECTION DESCRIPTION**

The collection consists of print and electronic books, journals, magazines, newspapers, government publications, indexes, and numerous statistical and reference sources.

## **Current Databases and Online Journals**

The Libraries' homepage provides access to these major databases used for marketing and consumer research, as well as links to selected Internet business information resources. Due to the focus on consumer research, demographics resources are also included.

ABI Inform Complete

BizMiner

Business Abstracts with Full Text

Business and Industry

Business Expert Press (eBooks)

Business Insights: Essentials

Business Source Premier

General Business File ASAP

Hoovers Online

Human Resources Abstracts

IBISWorld

Lexis/Nexis Academic (includes Company Dossier)

Marketline Advantage

Mergent Archives (digitized Moody's Manuals)

Mintel Current

*Orlando Business Journal* et al with SGA/SDES/Career Services subscription to BizLink

S&P NetAdvantage

Proquest Statistical Insights

RDS Business Suite

SBRnet: Sports Business Research Network

SimplyMap

Social Explorer

ValueLine Research Center

*Wall Street Journal* (1984-current)

## **Collection guidelines**

- **Chronology: Emphasis/restrictions**

Current material is emphasized although major historical and theoretical works of any period are also purchased

- **Languages: Emphasis/restrictions**

English is strongly preferred. Materials in other languages are acquired only by request.

- **Geography: Emphasis/restrictions**

Emphasis is on the United States. A secondary focus is on the European Communities and Asia. Other areas, such as China, India, and Brazil, are also collected as literature warrants.

- **Subject treatment**

The collection supports present and anticipated teaching and research in the field of Marketing and its sub-disciplines. At present, the central focus of the department and the chief interests of the faculty are encompassed in the following areas of teaching and research: marketing research, sales and marketing management, industrial marketing, direct marketing, consumer behavior, retailing, advertising, international marketing, logistics, distribution channels, marketing and society, marketing strategy, marketing technology, relationship marketing, services marketing, technology and marketing, and transportation.

Theoretical works and published research are most important. Statistical and mathematical works are also collected, as are works dealing with the role of government in business. Histories are of less importance generally, but in some areas, for example, advertising, they are acquired.

Practice and methods and legal aspects of marketing are selectively acquired. Elementary textbooks are not normally acquired, but textbooks on the advanced level are acquired on a selective basis.

As of Summer 2008 "Research Recommended" books have not been automatically acquired via the approval plan from YBP.

- **Material formats: Emphasis/restrictions**

Suggestions for monographic and serial purchases are accepted from librarians, teaching faculty, students, and staff. Approval plans, reviews, bibliographies, publisher's catalogs, and direct mail announcements are the basic sources used for selection.

Materials selected should include general monographs, bibliographies, collected works, conference proceedings, dictionaries, encyclopedias and handbooks. Media will be purchased per faculty request. Formats should include both print and electronic resources with a strong preference for electronic resources.

- **Publication dates**

Emphasis is on the acquisition of current imprints. Retrospective purchasing will be done to fill in the gaps in the collections and to replace lost volumes. In particular, retrospective purchasing on company histories will be actively sought.

### Subjects collected and Collecting levels

LC Class	Subject Descriptors	Collection Level	Desired Level
HD59-59.6, (HM263)	Public Relations	2	3
HD9980- HD9990	Services Marketing	3	4
HF1009.5- HF1416	Global Marketing (Export Marketing)	3	4
HF5387- HF5387.5	Business Ethics	3	4
HF5412.32- HF5412.33	Consumer Behavior	3	4
HF5415.13, HF5823	Marketing Management	3	4
HF5415.2- HF5415.34	Market Research	3	4
HF5438.25, HF5415.126, HF5861	Direct Marketing	3	3
HF5415.129- HF5415.6	Distribution (Channels of Distribution)	3	3
HF5428- HF5429.6	Retailing (Retail Trade)	3	4
HF5437- HF5444	Purchasing. Selling. Sales personnel. Sales executives	2	4
HF5801- HF6182	Advertising	3	3

Table 1. Key: 0= Libraries do not collect; 1= Minimal level; 2=Basic information level; 3=Instructional support level; 4=Research level; 5=Comprehensive

## **Collection management issues:**

- **Replacement**

Any book lost or stolen, which appears on the Missing titles sheets distributed by the Circulation Department to the library liaison, will be considered for replacement. The title may be ordered directly from the Collection Development replacement budget fund at the discretion of the Head of Acquisitions and the Collection Development Librarian for Education if the title is essential to the collection. Outdated or superseded editions will not be reordered unless there is a specific need.

- **Retention/De-selection**

- The decision to dispose of certain items takes into account such factors as past circulation, date of publication, nature of the material, and the judgment of interested faculty members as to the continued usefulness of the material to their subject areas.
- Outdated, unused and no longer reliable materials are removed from the collection.
- Deteriorated materials can be repaired, replaced or discarded.
- Periodicals or electronic resources will be weeded when:
  - The library has only fragments of a title which do not justify the cost of filling out the run with an alternative format.
  - A title has not been subscribed to for more than ten years and its value is not apparent.
  - A title has not been currently subscribed to for at least five years and the related programs have been discontinued.
  - A title has been replaced by electronic access (or a different form of electronic access) and its retention is no longer necessary or advisable.

- **Out of print acquisition**

World Wide Web access to out-of-print dealers now often makes location of these items relatively convenient. As with other acquisitions, out-of-print titles will be acquired if there is a clear need to have the specific item in the collection and the price is reasonable.

- **Preservation**

The Collection Development Librarian will consult with the Special Collections Department on all matters relating to the care, repair, and safekeeping of all circulating library materials regardless of format type. Preservation issues of importance to the Collection Development Librarian include:

- Collection maintenance of existing materials – rehousing, rebinding, repair, conservation, media transfer
- Deacidification projects - selected titles, whole collections, or partial collections
- Reformatting materials to microfilm or digital images

## Key Contacts in the Marketing Department

Dr. Ronald E. Michaels Chair

Ms. Renee Skivers Administrative Assistant

Dr. Carolyn Massiah Undergraduate Programs

Dr. Pradeep Bhardwaj Graduate Programs

Mr. Bill Steiger Professional Selling Program

## Students Served

College of Business Administration—Student Population	2010	2011	2012	2013	2014
<b>Total Students</b>					
<b>Graduate Students</b>					
Doctoral	11	7	10	7	9
Masters					
MBA	512	493	545	436	386
<b>Undergraduate Students</b>	1303	1328	1350	1371	1408
MKTG-BS	863	875	853	885	829
MKTGGENRL	829	841	822	853	794
MKTGSALES	27	30	31	31	35
MKTG no sub plan	7	4		1	
MKTG-PEND	440	453	497	486	579

Table 2. Enrollment, 2010-2014 (Pegasus Mine)