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Libraries' Newsletters

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Fall 1-1-2013

## The Subject Librarian Newsletter, Marketing, Fall 2013

Missy Murphey  
Rebecca.Murphey@ucf.edu

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Rebecca "Missy" Murphey

Subject Librarian for Marketing

## Welcome from the John C. Hitt Library

I'm the subject librarian for the College of Business Administration, and I also manage collection development for the Marketing department. This is YOUR department's newsletter, informing you of services and resources available at the Hitt Library. Feel free to contact me with any of your research and instruction needs at 407-823-5308 or [Rebecca.murphey@ucf.edu](mailto:Rebecca.murphey@ucf.edu).

### Collection Management

The library allots approximately \$3000 towards monograph purchases for the Marketing department each year. Please work with your liaison, [Ata Jami](#), to submit requests. Your liaison or I can accept requests for books, ebooks, DVDs, or streaming videos. Sorry, since these are not regularly recurring funds, we cannot use them to add new journals, and our collection policy prohibits textbooks.

Some new acquisitions over the past year:

- [Mergent Archives](#) (Moody's, including the Corporate and Municipal manuals back to 1909), [Mergent Online](#), and [Mergent InvestorEdge](#)
- 75 more ebooks available via [Business Expert Press](#)

The UCF Library carries about 35,000 journal titles. Faculty may recommend subscribing to any journal titles, but due to budget restrictions each request is evaluated separately; see <http://library.ucf.edu/CollectionMgmt/>

**Business Summary**  
Darden Restaurants and its subsidiaries owns and operates the Olive Garden®, Red Lobster®, Longhorn Steakhouse®, The Capital Grille®, Yard House®, Barona Branch®, Seasons 52®, Eddie V's Prime Steakhouses and various Red Lobster® restaurant units. As of May 20, 2013, it operated 1,188 restaurants in the U.S. and Canada, all of which are owned by UCF, except three restaurants located in Florida and three restaurants located in California that are owned by joint ventures managed by UCF. As of the same date, UCF had 27 franchisee restaurants in Japan, the Middle East, Puerto Rico and Mexico pursuant to joint development and franchise agreements.

Company Details	Company Financials	Equity Pricing	Reports	Files	News	Competition	Report Duality
<b>Business Summary</b>	<b>Key Executives</b>						
<b>Pricing Summary</b>	<b>Key Financials</b>						

# Document Delivery *for* Faculty and Graduate Students

Interlibrary Loan (ILL) is a free service to all UCF faculty, staff and students. UCF Libraries will borrow materials that it doesn't own from other libraries.

Faculty and graduate students are eligible for Document Delivery Services. Simply fill out an Interlibrary Loan request as you normally would and our friendly staff will pull the material for you.

- All articles owned by the UCF Libraries in print or electronic form will be scanned and delivered to your ILLiad/UBorrow account as an easily-downloadable PDF.
- All books, CDs, DVDs, and VHS tapes owned by the UCF Libraries will be pulled from the shelf and left for pickup at the Circulation Desk. If you work at a branch or regional campus, we will send it to your location for pickup.

All requests will be processed in less than 1 business day, unless staff are unable to locate the item on our shelves. In these rare cases, it may take an extra day or two to process your request.

## Instructional Services

**Classroom presentation.** Bring sections of up to 25 students to the library for individualized instruction, followed by hands-on database searching. For larger groups, I can visit your classroom to provide a live online demonstration. Complete the form at <http://library.ucf.edu/Reference/Instruction/LIRequest.asp> to request a date (please try to give at least two weeks notice), or email me directly. I can also create a customized...

**Research Guide.** Students need library instruction, but it's too much information to convey during a 50 minute class visit? Never fear, we have several Research Guides in a variety of areas; I can also create a Course Guide to your specifications. Examples of subject- and course-related guides:

Marketing and Consumer Behavior

<http://guides.ucf.edu/marketing>

Capstone: Industry Analysis Assignment:

<http://guides.ucf.edu/man4720>

**Video tutorials.** See UCF Libraries' videos at <http://library.ucf.edu/Reference/Instruction/find.asp> for help with OneSearch, finding journal articles, getting full text, even adding funds to your ID card.

For any class where face-time is limited, consider adding me as an **embedded librarian**. I can set online "office hours" to assist your students with library-related questions via chat/discussion boards.

*Looking for something else? See our New Faculty Research Guide, <http://guides.ucf.edu/newfaculty>, which includes how to use course reserves, embedding a library streaming video into Canvas, assigning InfoLit modules, and countless other helpful hints.*

Discover. Connect. Create.

