

# Marketing

## Information Access Policy Clemson University Libraries

Business Librarian: Meredith Futral  
Updated by M. Futral, Spring 2022

**I. Purpose:** To support research and teaching needs leading to the Bachelor of Science in Marketing and the Master of Science in Marketing.

**A. Curriculum ([Registrar](#))**

1. The Bachelor of Science degree program in marketing helps students to develop an understanding of various aspects of marketing. The curriculum prepares students for professional marketing careers in industry, government, or the nonprofit sector. For students who want a general perspective of marketing, the curriculum provides a broad range of subjects with the flexibility to tailor courses by choosing areas that enhance career preparation in various areas of marketing. Subjects include promotional strategy, professional selling, sales management, public and nonprofit marketing, entrepreneurship, marketing research, product management, marketing management and international marketing.
2. The Master of Science in Marketing (M.S. Marketing) degree program advances students' knowledge and expertise in marketing theory and practice. A coordinated curriculum of analytical skills development, consumer analysis and marketing strategy, coupled with real-world marketing applications, prepares students for careers as marketing analysts, managers, and researchers in areas such as branding, advertising, promotions, market research, sports marketing, digital marketing, and public policy.

**B. Primary Users:**

Undergraduate students  
Master's students  
Marketing Faculty

**C. Secondary Users:**

Undergraduates and graduates majoring in other business subjects  
Marketing professionals  
Community members

**II. Scope of In-House Collection:**

The book collection has emphasis in the areas of advertising, consumer behavior and marketing management. The collection overlaps with management and finance. Inclusion of material is based primarily on support of academic programs. Many of the needs of the undergraduates are met by the Reference Collection and the online

collection. Selected non-academic current issues at a popular reading level for use in all areas of study are also included.

**A. Formats Guidelines**

1. *Print Sources*

Print material will continue to be purchased for the collection on an as needed basis.

2. *E-books*

E-books will be given strong consideration as needed or requested. E-books will also be purchased through Patron Driven Acquisition (PDA).

3. *Electronic Sources*

These sources will be evaluated for their need and wide appeal. Databases will be considered as recommended or needed. E-journals will be considered over print journal subscriptions.

4. *Media*

Films, documentaries, etc., in streaming format when financially feasible or other formats appropriate to users' viewing capabilities.

**B. Language Guidelines**

Only English language materials will be purchased.

**C. Geographical Guidelines**

Generally, information focusing on marketing issues involving the United States will be purchased. Some special topics in international marketing (i.e. International market research reports, export marketing, and doing business in foreign countries) will be purchased on a selected basis.

**D. Chronological Guidelines**

Selecting will focus on current, up-to-date information. Books of historical importance will also be selected/retained.

**E. Publication Date Guidelines**

Generally, the selector will purchase materials published within the last two years. Materials requested by a faculty member, or highly recommended in a review source, will also be considered, regardless of publication date.

**F. Materials selected for the Marketing collection:**

1. *Bibliographies:* Narrow subject scope bibliographies will be selected as appropriate to the focus of the collection.

2. *Career guidance and job-seeking guides:* Will be purchased for marketing only.

3. *Clemson University Information:* Material relating to the College of Business will be retained.

4. *Dictionaries, Directories, Biographical Sources, Almanacs and Yearbooks:* Are purchased as needed for the collection.
5. *Guidebooks and workbooks:* Books which are targeted for practitioners or other business people will be purchased selectively as needed. Books consisting of checklists or books which are primarily worksheets to fill-in are not appropriate for our audience and will therefore not be purchased.
6. *Handbooks and Manuals:* The circulating collection will include current, authoritative handbooks and manuals as needed for the collection.
7. *Journals:* Every effort will be made to preserve the current journal collection, and to add new titles as funds allow. Evaluation tools will be used to identify core journals, to ensure that they will not be cut. As well as core lists from recognized sources, journals deemed important by the Marketing faculty, will also be retained. Subscriptions for electronic journals will be added when requested or whenever possible.
8. *Databases:* Electronic databases that can be used to locate journal articles, business information, and other publications for research in the Marketing area will be purchased. There are several online services carried by the library which are of interest to Marketing faculty and students. Relevant databases can be found on the [Marketing](#) subject page.
9. *Textbooks:* Textbooks which are used in classes taught at Clemson will not be purchased unless specifically requested by one of the marketing faculty or for a course that is a part of the textbook lending program. Other textbooks may be purchased if they are deemed appropriate in supporting the curriculum.

**G. Diversity, Equity, and Inclusion**

Build an intentional collection that recognizes, values, and embraces the diverse experiences and multiple identities within the Clemson University community. These identities and experiences include, but are not limited to, race, ethnicity, gender identity, socioeconomic status, sexual orientation, ability, culture, language, geographic origin, level of education, religion, age, and size. Purposefully develop diverse, equitable, and inclusive collections to foster a community of scholars and lifelong learners who engage in critical inquiry and social justice that reflects their own backgrounds and the backgrounds of others.

**III. Primary Subject Classifications, LC Call Numbers and Collecting Levels:**  
 Materials will be collected in all areas for both the undergraduate and graduate levels, except "Principles" which is undergrad only

Description	Call Number
Principles of Marketing	HF5415
Consumer Behavior	HB801, HF5415.2-.3
Advertising, Professional Selling, and Sales Management	HF5415, HF5438, HF5821-5861
Marketing for Small Business	HD62.7, HF5415
Retail Management	HF5429, HF5437-8
Direct Marketing, Business to Business Marketing	HF5415.126, HF5905, HF6107-6201
International Marketing	HF1009.5
Services Marketing	HF5415.5, HD9980.5
Green Marketing/Social Marketing	HF5413-14
Marketing Management	HF5415.13-.135
Marketing Research	HF5415.2-.3
Statistics, Statistical Methods	QA278.2, HA29-31
Sports Marketing	GV713-16

**IV. Access to Information not On-Site**

**A. Interlibrary Loan and PASCAL Delivers**

The primary access points for books and journals not owned or accessible by the libraries will be **Interlibrary Loan** and **PASCAL Delivers**. These services are free to Clemson University faculty, staff, and students. This service is not available to the general public.

**B. Remote Storage**

Online request forms and document delivery enable access to materials in Clemson Libraries' remote storage facilities within 24 business hours.

**C. Full-Text Databases and Electronic Journals**

Many of the databases of the libraries include full-text journal, magazine, and newspaper articles. A list can be found at the [A-Z Databases](#) web page.

**D. Internet Sites**

[Marketing Websites](#)

**V. Selection Tools**

**A. Review Sources**

Choice, Library Journal

**B. GOBI (YBP)**

Titles can be searched, viewed, and selected in GOBI.

**C. Course Syllabi**

**D. Publishers' Catalogs**

**E. Faculty and Student Requests**

Book requests received from Marketing faculty members will be given priority. Graduate and undergraduate students are also encouraged to submit book order requests.

**VI. Deselection (Weeding) Guidelines**

Books will be weeded from the collection if they are in bad condition and cannot be repaired. Duplicate copies of books published prior to 2010 that have not circulated will be candidates for weeding. Copies of older books which are needed for historical research will be kept, even if they have never circulated. They receive in-house use, and future projects may involve their use. Journals published prior to 2010 that have not circulated in over ten years may be evaluated for removal from the collection or for off-site storage. Removal will be given strong consideration especially during journal move projects. Some books and journals with low use or electronic access will be removed from the main collection and sent to off-site storage or discarded.

**VII. Evaluation, Assessment, and Planning Tools**

**A. Bibliographies**

**B. Collection Analysis Resources**

**C. Social Science Citation Index (SSCI) Journal Citation Reports**

**D. Faculty Teaching and Research Interests, [Marketing Faculty](#)**

**E. Interlibrary Loan Activities**

**F. Circulation Statistics**

Alma can be used to check the use of specific titles, as well as analysis of various circulation usage reports.