

Marketing

Information Access Policy
Clemson University Libraries

Business Reference Librarian: Meredith Futral
Updated by M. Futral, Summer 2013

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 in Marketing offers concentrations in technical marketing, services marketing, sports marketing, and general marketing management.
2. The Master of Science in Marketing is intended for students interested in advanced studies in analytical marketing. This program is taught entirely in Greenville.

B. Primary Users:

Undergraduate students
Master's students
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 is not particularly strong, but 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. 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.
2. *E-books*
E-books will be given 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. *Audiovisual*
DVD's will be purchased on a highly selective basis.

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 management and MBA only.
3. *Clemson University Information:* Material relating to the College of Business and Behavioral Sciences 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. Other textbooks may be purchased, if they are deemed appropriate in supporting the curriculum.

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, PASCAL Delivers, and Document Delivery

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

B. Commercial Document Suppliers

Document Delivery via commercial document suppliers (such as Ingenta) will be offered free of charge to Clemson University students, faculty, and staff if the needed information is not available from traditional interlibrary loan sources. This service is not available to the general public.

C. Full-Text Databases

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

D. Electronic Journals

The library subscribes to both electronic collections of full-text journals as well as individual full-text journals. Subject and alphabetical lists can be found at [Find Articles](#).

E. Internet Sites

[Marketing Websites](#)

V. Selection Tools

A. Review Sources

Choice
Library Journal

B. GOBI (YBP)

The library accesses the GOBI database offered by Yankee Book Peddler (YBP). Titles can be searched, viewed, and selected in GOBI. The titles can be shared with the library representative for input.

C. Publishers' Catalogs

D. Faculty and Student Requests

Book requests received from Management/MBA faculty members will be given first 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 1990 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. Serials (journals) published prior to 1980 that have not circulated in over ten years may be evaluated for removal from the collection or for off-site storage. Some books and journals with low use or electronic access will be removed from the main collection and sent to off-site storage.

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

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