Marketing

FY: 2003-04
Librarian Liaison: Frank Fox ff10@txstate.edu
Faculty Representative: Dr. Chinna Natesan nn02@txstate.edu

Total Allocation amount: $15,703
Target Dates: One third of department allocation will be spent by each of the following dates:

Date 1- December 19, 2003
Date 2- April 2, 2004
Date 3- May 28, 2004

A. Program Purpose and Description

The mission of the Department of Marketing is to educate students to function and grow in a dynamic business world. To accomplish this mission, faculty will combine effective teaching with basic, applied, and instructional scholarship (focused primarily on applied research) with professional service. The faculty will strive for quality in all course activities to help prepare students for leadership and service in a diverse, global, and competitive environment.

B. General Selection Criteria:

Library will purchase material at the Instructional level (2), for the library’s collection in support of the following degree programs:

1. Graduate marketing classes geared toward the MBA, Business Administration program, thesis or non-thesis program
2. BBA, with a major in Marketing, with or without teacher certification.

The department will also purchase Marketing related material in support of the Latin American Business Certification Program at the Instructional level (2), and will purchase material at the Research level (3) for the library in support of the Marketing dept. faculty research.

C. Specific Selection Criteria:

1. Principles of Marketing
2. Retailing,
3. Selling
   a. Sales management
   b. Promotion
   c. Advertising
   d. Consumer behavior
   e. Wholesaling
4. International Marketing, with a concentration on Latin American business, but not limited to Latin American business.
5. E-commerce
D. Call Numbers for Marketing programs:

<table>
<thead>
<tr>
<th>LC numbers</th>
<th>Description</th>
<th>Collecting Levels</th>
</tr>
</thead>
<tbody>
<tr>
<td>HC79.C6</td>
<td>Consumers</td>
<td>2,3</td>
</tr>
<tr>
<td>HD2757.15</td>
<td>Market Share</td>
<td>2,3</td>
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<tr>
<td>HF1416-1416.6</td>
<td>International Marketing, Latin American business</td>
<td>2,3</td>
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<tr>
<td>HF5410-5417.5</td>
<td>Principles of marketing</td>
<td>2,3</td>
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<tr>
<td>HF5415.13</td>
<td>Market Management</td>
<td>2,3</td>
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<tr>
<td>HF5415.2</td>
<td>Market research</td>
<td>2,3</td>
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<tr>
<td>HF5415.3</td>
<td>Market surveys</td>
<td>2,3</td>
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<tr>
<td>HF5415.32-5415.33</td>
<td>Consumer behavior</td>
<td>2,3</td>
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<tr>
<td>HF5419-5421.5</td>
<td>Wholesaling</td>
<td>2,3</td>
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<tr>
<td>HF5428-5429.6</td>
<td>Retailing</td>
<td>2,3</td>
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<td>HF5429.7-5429.6</td>
<td>Shopping Centers</td>
<td>2,3</td>
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<tr>
<td>HF5438-5439</td>
<td>Selling</td>
<td>2,3</td>
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<td>HF5438.4</td>
<td>Sales management</td>
<td>2,3</td>
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<tr>
<td>HF5438.5</td>
<td>Promotion</td>
<td>2,3</td>
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<tr>
<td>HF5460-5469.5</td>
<td>Dept stores, mail order</td>
<td>2,3</td>
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<tr>
<td>HF5548.32-5548.33</td>
<td>E-commerce</td>
<td>2,3 see also Management</td>
</tr>
</tbody>
</table>

Other Marketing Call numbers:

GT1-7070 Manners and customs (General)
   GT170476 Houses. Dwellings
   GT500-2370 Customs relative to private and public life
   GT5320-6720 Customs relative to special classes

GV1-1860 (General)
   GV1199-1570 Games and amusements
   GV1800-1860 Circuses, spectacles, etc.

HA1-4737 Statistics (General)
   HA154-4737 Actual data and summaries of data

HD58 Location of Industry
HD59-59.6 Public relations
HD60-60.5 Social responsibility of Corporations

HM251-291 Social Psychology, including public opinion
HM561-567 Sociology, Communication of information
HM 1001-1281 Social psychology

P1-1091 Philology, Linguistics (General)
   P87-96 Communication, Mass media
   P94.7 Interpersonal communication
   P96.P83 Public opinion
   P96.R36 Ratings
   P99.5-99-6 Nonverbal communication

PN1990-1992.92 Broadcasting
   PN1991-1991.9 Radio broadcasts

T10.5-11.9 Communication of technical information

E. Specific Resources for selection of material:

American Marketing Association publications
Books in Print
Title Source II
Choice Book Reviews