Purpose: To provide guidance in the selection of library materials to support the curriculum for the program in marketing and the research needs and interests of the faculty. The degrees offered in this program are: Bachelor of Business Administration (BBA) with a major in marketing, Master of Business Administration (MBA) with a concentration and major in Marketing, Master of Science (MS) with a major in marketing, and Doctor of Philosophy (PhD) in marketing. The evolving field of electronic commerce is integrated into the curriculum via both individual courses and portions of courses.

The undergraduate program in marketing provides students with an understanding of basic problems and functions in marketing, and also allows students to develop in-depth exposure to specialized areas. The MBA program in the Department of Marketing prepares students for a career in business management, with an emphasis in marketing. The MBA program is designed for individuals with work experience who aspire to organizational or entrepreneurial leadership positions. The MS program in marketing is a specialized Masters program designed to provide the in-depth theoretical and applied training needed to excel in leadership positions in marketing. The program enhances general management abilities and provides an opportunity to build expertise in marketing. The doctoral program in marketing prepares the student for a career in teaching and research.

The departments of Accounting, Economics, Managerial Sciences, Mathematics and Psychology, have some shared interests with the department of marketing, and library materials bought to support the former will add to the support of the latter.

General Collection Guidelines:

a. Languages: English will be the primary language of the collection.

b. Chronological Guidelines: Current and recent topics are of major interest.

c. Treatment of Subject: Research and methodology-based materials will be acquired.

d. Types of Material: Books and periodicals are of primary interest. Encyclopedias, directories, atlases, government documents, and CD-ROMs are important sources. Case studies are important.

e. Date of Publication: Major emphasis on current imprints.

Observations and Qualifications By Subject Subdivision: Collection Goal
Undergraduate Coursework

Basic Marketing
- Electronic/Internet Marketing  4
- Marketing Plans and Strategy  4
- Organizational environment  3A
- Marketing research  4
- Buyer behavior  4
- Marketing plans  3C
- Marketing decision elements
  - Product  4
  - Distribution  4
  - Promotion  4
  - Price  4
- International Marketing  4
- Services Marketing  4
- Nonprofit marketing  2B
- Enterprise Resource Planning  4
  - Customer Relationship Management  4
  - Sales Force Automation  4

Buyer Behavior
- Decision process of buyers  3B
- Customer satisfaction  4
- Implications for marketing strategies
  - Market segmentation  4
  - Product design  3B
  - Promotion  3B

Marketing Research
- Organizational issues  2A
- Problem formulation  3A
- Secondary data sources  4
- Survey sampling  4
- Measurement principles  4
- Questionnaire design  4
- Interviewing  3B
- Basic data analysis  4
- Research ethics  3B
- New technologies  4
- Analysis of marketing threats and opportunities  3A
- International aspects  2B

Advertising
- As a business, as a marketing tool, as creative  3B
- Process  
- International perspective  

<table>
<thead>
<tr>
<th>Topic</th>
<th>Pages</th>
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<tbody>
<tr>
<td>History of advertising</td>
<td>2A</td>
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<tr>
<td>Current social, legal, ethical, and economic issues</td>
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<td>Advertising process</td>
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<td>Psychology of advertising</td>
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<td>Diagnostic and evaluative research</td>
<td>3A</td>
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<td>Concept development</td>
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<td>Copy and layout</td>
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<td>Media</td>
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<td>Sales promotion</td>
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<td>Advertising organization</td>
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<td>Advertising Campaigns</td>
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<td>Advertising strategies</td>
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<td>Planning</td>
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<td>Execution</td>
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<td>Evaluation</td>
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<td>Stages in the advertising process</td>
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<td>Analysis of industries, competitors, consumers, and products</td>
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<td>Market segmentation</td>
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<td>Objective setting</td>
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<td>Budget allocation</td>
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<td>Product positioning</td>
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<td>Development of creative strategy and tactics</td>
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<td>Media planning</td>
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<td>Advertising evaluation</td>
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<td>Principles of Selling</td>
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<td>Economic and psychological relationships</td>
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<td>Buying motives</td>
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<td>Product performance</td>
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<td>Industrial and consumer goods/services markets</td>
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<td>Sales Management</td>
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<tr>
<td>Formulation, implementation, and evaluation of a strategic sales program</td>
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<td>Impact of environmental factors</td>
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<td>Salesperson behavior</td>
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<td>Sales and cost analyses</td>
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<td>Compensation</td>
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<td>Recruitment and selection</td>
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<td>Motivation</td>
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<td>Sales Force Automation</td>
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<tr>
<td>Distribution Channels</td>
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<td>Making goods, services, and ideas available for consumption</td>
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</table>
Wholesalers 4
Retailers 4
Direct sales forces 3C
Manufacturer representatives 3A
Service providers 2B

Channel arrangements
Design 4
Development 4
Management 4

Competitive market 2A
Trends 4

Retailing
E-commerce 4
Online Auctions 4
Retail industry 3A
Productivity 4
Trade-oriented needs 2B
Concepts and theories 4
Case studies 1B

Physical Distribution
Logistics management 4
Materials management 1B
Logistics as a competitive tool 4
Management of customer service 4
Transportation 3A
Warehousing 3A
Inventory management 3B
Order Processing 3A
Total cost concept 3A
Operations research tools 3C
Network simulation programs 1A

Business-to-Business Marketing
Electronic/Internet Marketing 4
Government 3A
Commercial enterprises 3A
Institutions 3A
Case studies 1B
Buying behavior of business customers 4
Business market segmentation 4
New product development 3C

Product Management
Market research data 3A
Marketing models 4
New product development and management 3C
Analysis of Marketing Threats and Opportunities
  Idea generation 3A
  Concept evaluation 3A
  Optimal product design 3A
  Test marketing 4
  Product positioning 4
  Market segmentation 4
  Market share estimation 3C
  Product packaging 3A
  Advertising testing 3A
  Pricing 4
  Brand name selection 2B
  Brand equity 4
  Global product planning 3A

Marketing Problems
  Integrated marketing management 3C
  Problem discussion, analysis and decision-making 3C

**Graduate Coursework**

Electronic/Internet Marketing
  Business-to-Business 4
  Business-to-Consumer 4
  Online Auction 4
  E-commerce 4

Marketing Communications and Promotions
  Planning, implementation and control of programs 3B
  Forms of marketing communications
    Advertising 4
    Sales promotion 3B
    Direct marketing 4
    Packaging 3B
    Public relations 3A
  Public policy perspectives 3B

Sales Management
  Strategic sales programs 2B
  Territory design 2B
  Motivation 4
  Compensation 4
  Ethics 3C
  Management concepts and applications 3A
  Sales Force Automation 4
Marketing Research
- Information needs: 3C
- Decision making: 3C
- Designing of methodology: 4
- Interpreting results: 2B
- Case study: 1B

Advanced Marketing Research Methodology
- Developing research objectives: 3A
- Questionnaire design: 4
- Sampling: 4
- Quantitative analysis: 3C
- Report writing: 1B

Buyer Behavior
- Buyers of business-to-business and consumer goods and services: 4
- Life style analysis: 2B
- Organization: 1A
- Individual and family decision making: 3C
- Consumerism: 2B
- Behavioral models: 4
- Attitude formation and change: 4
- Information seeking: 3C
- Market segmentation: 4
- Customer Relationship Management: 4

Marketing to Older Consumers
- Physiological and psychosocial changes: 4
- Needs for specific products and services: 3A
- Preferences for marketing communication and distribution Channels: 3A

Business-to-Business Marketing
- Electronic/Internet Marketing: 4
- Strategy development for business customers
  - Government: 3A
  - Commercial organizations: 3A
  - Institutions: 3A
- Buying behavior of business customers: 4
- Business market segmentation: 4
- New product development differences: 3A
- International market entry decisions: 4
  - Joint ventures: 2B
  - Licensing: 2B
  - Franchising: 2B
- Price bidding strategies: 2B
- Product distribution strategies: 2B
Trends in personal selling

Channels of Distribution
- Direct sales forces
- Manufacturers reps
- Retailers
- Wholesalers
- Franchisors
- Franchisees
- Channel choice
- Management of channels
- Case studies

International Marketing
- Global Electronic/Internet Marketing
- Multinational firm
- Marketing mix decisions
  - Interrelationships between marketing and environment
  - Global differences in consumer behavior
  - And institutions
  - Adaptation of the marketing mix for local conditions
  - Global standardization of marketing strategy

Product Management
- Analysis of marketing opportunities and threats
- Planning for new products
- Market research data and models
- Idea generation
- Concept evaluation
- Optimal product design
- Test marketing
- Product positioning
- Market segmentation
- Marketing share estimation
- Product packaging
- Advertising testing
- Pricing
- Brand name selection
- Brand equity
- Global product planning

Marketing Models
- Mathematical programming
- Forecasting
- Simulation
Linear modeling

Strategic Market Planning
- Analysis of market threats and opportunities 3C
- Assessment of competitive advantages 4
- Forecasting market evolution 3C
- Development of business plans 4
- Methods of market analysis 4
- Decision making in multi-product and multi-unit businesses 3A
- Case studies 1B

Marketing by Nonprofit Organizations
- Strategies, tactics, and techniques 3C
- Customer orientation 2B
- Product offering 2B
- Price considerations 3B
- Distribution channels 2B
- Communication strategies 2B
- Control and evaluation of marketing programs 2B

Marketing Theory
- Developing and evaluating theories 4
- Schools of marketing thought 4

Research Seminar in Marketing
- Experimental methods 4
- Sampling procedures 4
- Measurement techniques 4
- Methodology problems 4

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