

**Georgia State University Library
Collection Development Policy
Department of Marketing**

Purpose of the Collection: To support the curricular and research needs of faculty and students in the Department of Marketing in the J. Mack Robinson College of Business. The Department offers courses of study leading to the Bachelor of Business Administration with a major in Marketing, Master of Business Administration with a concentration and major in Marketing, Master of Science with a major in Marketing, and Ph.D. in Marketing. Graduate certificates in Strategic Sales and Brand and Customer Management are also available. 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 M.B.A. program prepares students for a career in business management, with an emphasis in marketing. The M.B.A. program is designed for individuals with work experience who aspire to organizational or entrepreneurial leadership positions. The M.S. program is a specialized master's 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 prepares the student for a career in teaching and research.

General Collection Guidelines:

- a. **Languages:** English is the primary language of the collection.
- b. **Chronological Guidelines:** Recent topics are acquired almost exclusively, though important older theoretical works and empirical studies may be acquired.
- c. **Geographical Guidelines:** The emphasis is on the United States. Support for teaching and research of marketing in countries other than the U.S. is covered in the collection development policy statement for International Business.
- d. **Date of Publication:** The major emphasis is on current imprints.
- e. **Types of Material:** Monographs and periodicals are of primary interest. Encyclopedias, directories, atlases, case studies, and government publications are also important sources.
- f. **Treatment of the Subject:** Research and methodology-based materials are the primary focus.

Related Collection Development Policies:

- Art and Design
- Communication
- Hospitality Administration
- International Business

Revised: 08/2017