

UNIVERSITY/COLLEGE LIBRARY
at Broward Community College, Central Campus
Collection Development Statement

SUBJECT: Marketing Management

PURPOSE AND EMPHASIS: The primary purpose of the collection is to support teaching at the core curriculum level. The degree offered is the A.S. in Marketing Management. Secondary support is directed to faculty research.

COLLECTION GUIDELINES:

- a. Languages: English is the primary language.
- b. Chronological coverage: Major emphasis will be on developments of the present decade.
- c. Geographical coverage: No limitations
- d. Format: Including but not limited to; books, periodicals, microforms, and non-print media are acquired.
- e. Types of materials: Including but not limited to; annual reports, bibliographies, dictionaries, encyclopedias, government documents, handbooks, indices, licensing and examination manuals, loose-leaf services, monographs, periodicals, professional proceedings, and statistical works are acquired.
- f. Treatment of Subject: Materials encompassing accounting, advertising, business law, business math, case studies, communication methods, customer service, marketing research, salesmanship, and total quality management are acquired. Materials written by noted people in the field of management shall be purchased.
- g. Date of Publication: Current in-print publications receive priority.
- h. Reference Collection: The reference Collection mirrors and supports the practices outlined in the Marketing Management Collection Development Statement. To this end, English-language abstracts, indices, and bibliographies are purchased to provide access to the literature. Standard dictionaries, encyclopedias, directories, and statistical works are updated regularly.
- i. Acquisitions plans affecting the Marketing Management Collection:
 1. Standing Orders:
 - ABI Inform
 - Business Dateline
 - Business Periodical Index
 - Economic Indicators
 - General BusinessFile
 - Rand-McNally Commercial Atlas and Marketing Guide
 - Statistical Abstract of the U.S.
 - Survey of Current Business
 2. Blanket Orders: None
- j. Deselection/Replacement: Materials in the field of Marketing date rapidly. Every effort will be made to insure that the collection is up-to-date and relevant to the programs offered. Erroneous and dated materials are candidates for deselection/replacement unless they retain some seminal or historical value. Materials for deselection/replacement are evaluated according to the General Collection Development Policy.

Collection Assessment tools:

Goldstucker and Echemendia. Marketing Information, 2nd ed.
Harvard Business School Core Collection
Robinson and Adler. Marketing Megaworks
Schlesinger, Bernard. The Basic Business Library: Core Resources

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