

MARKETING AND INTERNATIONAL BUSINESS

COLLECTION DEVELOPMENT POLICY STATEMENT

I. PURPOSE AND PROGRAM DESCRIPTION

A. Library Collection Development Objective

The double purposes of the collection for Marketing and International

A. Treatment of Depth

| SUBJECT SUBDIVISIONS | COLLECTING LEVEL |
|---|------------------|
| Advertising | 4 |
| Advertising—Social aspects | 3 |
| Branding | 3 |
| Business etiquette | 2 |
| Communication in marketing | 4 |
| Consumer behavior | 5 |
| Consumption (Economics) | 2 |
| Digital marketing | 3 |
| Direct marketing | 2 |
| Export marketing | 4 |
| Industrial marketing (Business to Business) | 3 |
| Intercultural communication | 4 |
| International business enterprises | 4 |
| Marketing | 4 |
| Marketing channels | 3 |
| Marketing planning | 3 |
| Marketing research | 3 |
| Retail trade | 3 |
| Sales management | 3 |
| Sales promotion (Promotions) | 2 |
| Selling | 3 |
| Social media—Marketing | 4 |

B. Specific Delimitations

Formats collected: Monographs and Journals: extensively. Media, Microformat collections, and Reference tools: selectively. Maps and Proceedings: excluded.

Imprint dates collected: Current and 20th century: extensively. 19th century, Earlier: excluded.

Chronological focus: Current: extensively. 20th century: selectively. 19th century, Earlier: excluded.

Languages collected: English.

Place of Publication: United States, extensively. Elsewhere: selectively.

Significant Publishers: