



Wichita State University Libraries

Collection Development Policies Marketing and Entrepreneurship

A. Purpose of Collection

1. Program Information

The Department of Marketing and Entrepreneurship in the Barton School of Business offers degrees at the Bachelor level in Marketing and Entrepreneurship. An MBA is offered with Marketing and Entrepreneurship concentrations. Students pursuing business degrees/concentrations/interests in Marketing and Entrepreneurship at the undergraduate and graduate level should receive the maximum benefit from this collection.

The Center for Entrepreneurship is related to the Marketing and Entrepreneurship Collection. It is a unique part of Wichita State University focusing on a variety of entrepreneurially minded activities. As a result, entrepreneurship related materials take on a greater importance. With individuals as diverse as H. Lee Scott (CEO of Wal-Mart) and Jerry Greenfield (of Ben and Jerry's Ice Cream fame) speaking at WSU, there is a growing role for entrepreneurship and related initiatives on campus.

Within Marketing and Entrepreneurship, Marketing students prepare for careers in marketing research, advertising, sales, and sales management. Entrepreneurship students prepare for careers in new business start-ups, family business initiatives, and creative activities within larger corporations.

The collection should help support faculty research interests (see Part C for more detail on faculty research interests). In other areas, many patrons including community users take interest in entrepreneurship materials relating to the creation of businesses or identifying new business opportunities. Within marketing, advertising and other related fields hold some interest for community users.

2. Collection Description

The Marketing and Entrepreneurship Collection is a substantial part of a business monographs collection totaling over 87,000 items. WSU Libraries offers access to over 55 marketing serials and roughly a dozen entrepreneurship periodicals. A significant proportion of these periodicals are available online. Interdisciplinary overlap in marketing and entrepreneurship exists within business subject areas. This overlap also extends into some social sciences areas including communication.

Some electronic resources that support Marketing and Entrepreneurship faculty include: *ABI/Inform*, *Business and Company Resource Center*, *Campus Research*, *Econlit*, *Lexis-Nexis Academic*, *Management and Organizational Studies: A Sage Full-Text Collection*, *Mergent* and *Reference USA*.

3. Anticipated Trends

Online materials are a growing focus at WSU Libraries. Electronic access for journals and even e-books is growing. While online access is important, print resources will continue to be an integral part of the Marketing and Entrepreneurship Collection. Guerilla marketing appears to be an emerging trend. Quality materials dealing with this subject matter will be added to the collection. Franchising and family businesses will continue to be areas that expand in the collection. Corporate biographies of businesses and important industry leaders will have a greater emphasis in the collection.

B. Scope of Coverage

1. Chronological Focus

Emphasis is on works dealing with the middle to late 20th and early 21st centuries. Works dealing with earlier periods are less frequently collected.

2. Geographic Focus

Major emphasis is placed on the United States (with particular interest in Wichita and Kansas). This is especially true for the Entrepreneurship Collection. Secondary emphasis is placed on the European Union, Japan, China, India, and industrialized countries. Information on developing countries is collected selectively.

3. Formats and Materials Collected

Scholarly monographs, books, journals, publications of professional associations (i.e. American Marketing Association), government and trade statistical publications (i.e. Federal government and international organization publications), encyclopedias, dictionaries, indexes, and databases. Graduate, upper division textbooks and popular works are collected selectively.

4. Formats and Materials Not Collected

Lower division textbooks are not collected. In general, proceedings are rarely collected.

5. Publication/Imprint Dates

Date of Publications: Emphasis is on current works, with retrospective materials purchased selectively.

6. Place of Publication

Primary emphasis will be placed on materials published in the United States. Materials published in other countries will be collected selectively.

7. Languages Collected

Material is collected only in the English language.

C. Summary of Subjects Collected and Collecting Levels (See Appendix A for Details)

Materials in this policy support Marketing and Entrepreneurship. Areas within Marketing needing improvement include:

- Social Marketing
- Marketing – By region or country
- Marketing – Data Processing
- Marketing Channels
- Marketing Research (companies/consulting)
- Retail Trade – By region or country
- Department Stores – By region or country
- Marketing related biographies

Areas within Entrepreneurship needing improvement include:

- Entrepreneurship, Retail Trade
- Franchises and Business
- Success in Business

Significant areas of interest in Marketing include: B2B Marketing, Consumer Behavior, Cross-Cultural Comparative Research of Brand Equity, E-Commerce, Market Feasibility Studies, Marketing Analysis/Communication/Management, Sales/Retail, Selling and Sales Force Management, Services Marketing, Service Quality Management in Commercial Airline Passenger Services and Healthcare Services, and Sport/Recreation Marketing.

Within Entrepreneurship, Corporate Entrepreneurship, Family Business, Feasibility Analysis, Franchising, and Sport/Recreation Marketing are important interests.

Other faculty research interests outside of the Marketing and Entrepreneurship Collection include: International Management/Strategies, Interpersonal Communication, Labour Force Trend Analysis, Supply Chain Management, and Technology Management.

D. Subjects Excluded

Materials focusing on “how to get rich quick” in marketing and entrepreneurship are not typically collected. Materials offering “free money” are also to be avoided. In

addition, books presenting research and making scholarly claims must be backed up with thorough bibliographies and research.

E. Related Collections and Cooperative Efforts

Regional libraries play an important role in supporting collections in marketing and entrepreneurship. The University of Kansas and Kansas State University offer Marketing degrees. In addition, both KU and KSU offer valuable collections that relate to WSU Libraries' Marketing and Entrepreneurship Collection.

The Business and Technology Center at the Central Branch of the Wichita Public Library is a local related collection. While the offerings at Wichita Public Library are somewhat different from an academic collection, some marketing and entrepreneurship related resources from WPL are prescient to students and faculty researching within those areas.

Other comparable institutions identified by faculty include: the University of Nebraska at Omaha, the University of Dayton, the University of Missouri at Kansas City, and the University of Nevada at Las Vegas.

F. Related Collection Development Policies

These include collections and polices for Communication, Economics, Finance, Real Estate & Decision Sciences, Management Polices, as well as other areas related to business are affected by the Marketing and Entrepreneurship Policy.

G. Related Collection Evaluations

Marketing and Entrepreneurship

H. Other Factors

Appendix A. Specific Subjects Collected (with Collecting Levels)

SUBJECT-Marketing	LC CLASSES	PRESENT COLLECTING LEVEL (CL)	DESIRED COLLECTING LEVEL (GL)
Marketing - General (works of a general nature or with at least two specific subject divisions)	HF5410-5415.1 HF5415.122- 5415.5	C1	C1
Advertising	HF5822-5827	C2	C1
Consumer Behavior (Relates to Marketing Research)	HF5415.3	C2	C1
Distribution/Logistics	HF5415.6-5416 HF5484-5495 HF5761-5780	C2	C2
E-Commerce	HF5548.32	D	C2
International Marketing	HF5415.12	C1	C1
Marketing Management	HF5415.13- 5415.16	C2	C2
Marketing Research	HF5415.2- HF5415.4	C2	C1
Marketing Strategy	HF 5415	C2	C2
Pricing	HF5416.5-5417.5	C2	C1
Public Relations	HD59	C2	C1

Purchasing/Buying	HF5437	C2	C1
Relationship Marketing	HF5415.5	C2	C1
Retail	HF5428-5430.6 HF5460-5483.5	C1	C1
Sales Promotion	HF5438-5438.5	C1	C1
Selling	HF5438.5-5459	C1	C1
Wholesaling	HF5419-5422	C2	C1

SUBJECT– Entrepreneurship	LC CLASSES	PRESENT COLLECTING LEVEL (CL)	DESIRED COLLECTING LEVEL (GL)
Entrepreneurship - General (works of a general nature or with at least two specific subject divisions)	HB 615 HD62.25-62.7	C1	C1
Business Start- Ups/Ventures	HD62.5	C1	C1
Family Business	HD62.25	C2	C1
Franchising (Relates to Retail)	HF5429	C2	C1
International Entrepreneurship	HD62.4	C1	C1

Curt Friehs
Business & Communication Librarian
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APPENDIX B – EXPLANATION OF COLLECTING LEVELS AND CODES

1. COLLECTING LEVELS*

Current Collection (CL) -- existing strength of collection (required)

Collection Goal (GL) -- desired or target collecting goal (required)

Acquisitions Commitment (AC) -- current collecting level or growth rate (optional)

Preservation Commitment (PA) – commitment to physical and/or content preservation (optional)

2. COLLECTING LEVEL CODES OR INDICATORS

Each collecting level is assigned one of the following codes:

A	Comprehensive Level
B	Research Level (doctoral)
C1	Advanced Study Level (advanced undergraduate, masters)
C2	Basic Study Level (undergraduate)
D	Basic Information Level
E	Minimal Level
NC	Not Collected

The following is a detailed definition of each code:

- A Comprehensive level.** A collection in which a library endeavors, so far as is reasonably possible, to include all significant works of recorded knowledge (publications, manuscripts, other forms) for a necessarily defined field. This level of collecting intensity is that which maintains a "special collection"; the aim, if not the achievement, is exhaustiveness.
- B Research level.** A collection includes the major published source materials required for dissertations and independent research including materials containing research reporting, new findings, scientific experimental results, and other information useful to researchers. It also includes all important reference works and a wide selection of specialized monographs, an extensive collection of journals and major indexing and abstracting services – including electronic resources -- in the field. Supports doctoral and other original research.
- C1 Advanced study level.** A collection which is adequate to support the course work of advanced undergraduate and master's degree, or sustained independent study; that is, which is adequate to maintain knowledge of a subject required for limited or generalized purposes, of less than research intensity. It includes a wide range of basic monographs both current and retrospective, complete collections of the works of more important writers, selections from the works of secondary writers, a selection of representative journals, and the print and electronic reference tools and fundamental bibliographical apparatus pertaining to the subject.
- C2 Initial study level.** A collection which is adequate to support undergraduate courses. It includes a judicious selection from currently published basic monographs (as represented by Choice selections) supported by seminal retrospective monographs (as represented by Books for College Libraries); a broad selection of works or more important writers; a selection of the major review journals; and current editions of the most significant print and electronic reference tools and bibliographies pertaining to the subject. Not adequate to support master's degree programs.
- D Basic level.** A highly selective collection which serves to introduce and define the subject and indicates the variety of information available elsewhere. It includes major dictionaries and encyclopedias, selected editions of important works, historical surveys, important bibliographies, a few major periodicals in the field, and a limited collection of basic electronic resources.
- E Minimal level.** A subject area in which few selections are made beyond very basic works.
- NC Not Collected.** A subject area in which no selections are made, i.e. out of scope.

* The collecting levels and codes assigned to each LC Class are derived from the WLN Conspectus.