

# **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. 19<sup>th</sup> century, Earlier: excluded.

**Chronological focus:** Current: extensively. 20th century: selectively. 19<sup>th</sup> century, Earlier: excluded.

**Languages collected:** English.

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

**Significant Publishers:**