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Library Impact Statement for MBA 588 Marketing Communications Management

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LIBRARY IMPACT STATEMENT
LIBRARIAN'S ASSESSMENT

Course: MBA 588 *Marketing Communications Management*

Department, College:
College of Business Administration

Faculty Member:
Professor Dan Sheinin

Date returned to Faculty: 25 February 2009

Librarian Completing Assessment: Andrée J. Rathemacher

The Library Impact Statement for MBA 588 *Marketing Communications Management* indicates that students will be involved in research that requires the use of the library at a moderate level of intensity. It further states that "Resources currently available at or through the library are sufficient," and that there are no critical resources the library will need to acquire to support this course.

Based on the information provided on the Library Impact Statement and in the course syllabus, I concur that the University Library can meet the needs of MBA 588 *Marketing Communications Management* with no additional resources. In my role as the liaison and subject selector for the College of Business Administration, I support the addition of this course without reservation.

Andrée J. Rathemacher
Associate Professor
Library Liaison / Subject Selector for the College of Business Administration