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2016-03 Library Impact Statement for COM 447 Primary Media Market Research

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LIBRARY IMPACT STATEMENT (New Course Proposal)
LIBRARIAN'S ASSESSMENT

Subject selectors will complete this form as requested, assessing library materials and collections as detailed below. Send one copy of the assessment to the faculty member who requested it. Send one copy of the assessment to the Collection Management Officer.

Course: COM 447 Primary Media Market Research_____

Department, College: _Communications/Arts and Sciences_____

Faculty Member: _Justin Wyatt_____

Date returned to Faculty: _3/11/16_____

Librarian Completing Assessment: _Joanna M. Burkhardt_____

Collection Management Officer: _Joanna M. Burkhardt_____

Assessment of:

- Suitability of existing library resources;
- New library resources required to support the program;
- Information skills education required by the students; and
- Funds needed for library materials and services.

Please include:

1. What library holdings already exist in relevant subject categories. How much money is now allocated in the subject area?

The library has a variety of monographs in relevant subject categories such as business, communications, market research, statistics. The monographic allocation for Communication for the 2015-16 fiscal year is approximately \$13,800. The cost of journals is not possible to separate by department as most journals are purchased in large packages of titles. URI subscribes to many hundreds of journals that would contain relevant information in relevant subject categories.

2. Does URI have the essential journals as noted in the Faculty Questionnaire?

There are no essential journals noted in the Faculty Questionnaire.

3. What new resources are required to support the course (including media, electronic, or other non-print materials)?

No new library resources are required to support the course.

4. What information mastery sessions will be required for the students?

No information mastery sessions are required for the students in this course.

5. What is the approximate cost to acquire the materials necessary? Which of these will be continuing costs?

There are no new library costs associated with this course.

Rev 6/16/15 jmb