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2016-04 Library Impact Statement for BUS 475 Social Media for Marketing

Andree Rathemacher
University of Rhode Island, andree@uri.edu

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**LIBRARY IMPACT STATEMENT
LIBRARIAN'S ASSESSMENT**

Course: BUS 475 *Social Media for Marketing: Analytics and Strategy*

Department, College: College of Business Administration

Faculty Member: Prof. Christy Ashley

Date returned to Faculty: 19 April 2016

Librarian Completing Assessment: Prof. Andrée J. Rathemacher

The Library Impact Statement for BUS 475 *Social Media for Marketing: Analytics and Strategy* states that students will be conducting library research in the course. It notes that the College of Business has been “teaching this as a special topics class for several years and [has] had sufficient resources to do so.” An example assignment, the “Team Project” is included on the Library Impact Statement. This assignment requires students to consult “periodicals, annual reports, and industry data” as well as to “profile the target audience based on demographic, psychographic, geodemographic, product usage characteristics.” Finally, the response to the question on the Library Impact Statement of what critical journals, monographs, and electronic resources are required to support the course is: “ABI Inform.”

Based on my review of the Library Impact Statement and the sample syllabus for BUS 475, I conclude that the University Libraries can meet the needs of this course with no additional resources. We do currently subscribe to the database ABI/Inform. We also make available a number of other online business resources (available through URI Libraries Search and from our list of business databases at <http://uri.libguides.com/biz>) that should be helpful to students in this course.

In my role as Subject Selector for the College of Business Administration, I support the addition of this course without reservation.

Andrée J. Rathemacher
Professor
Head of Acquisitions, University Libraries
Subject Selector for the College of Business Administration