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Branding, Fashion Industry TMD 434

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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: TMD 434—Branding, Fashion Industry _____

Department, College: TMD/College of Business _____

Faculty Member: Saheli Goswami _____

Date returned to Faculty: 9/25/19 _____

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 Libraries have current materials in relevant subject categories, both books and journals. The allocation for purchase of monographs for TMD for 2019-20 is approximately \$4,000. The cost of journal subscriptions is not broken out by college or department.

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

There are no essential journals noted in the Faculty Questionnaire. On the list of recommended materials we currently subscribe to the Journal of Brand Management and we already own three of the seven books. The other books will be ordered shortly. We do not currently have access to the Harvard Business Review online case studies.

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 this course.

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

Information mastery sessions are not required for students. Instructors may make an appointment to bring their classes to the library for instruction at any time.

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

There are no new costs to the library for the support of this course.

Rev 6/16/15 jmb