

9-4-2019

Customer Analytics PSA 507

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Recommended Citation

Rathemacher, Andree, "Customer Analytics PSA 507" (2019). *Library Impact Statements*. Paper 495.
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**LIBRARY IMPACT STATEMENT
LIBRARIAN'S ASSESSMENT**

Course: PSA 507 *Customer Analytics*

Department, College: College of Business

Faculty Member: Prof. Dara Schniederjans

Date returned to Faculty: 4 September 2019

Librarian Completing Assessment: Prof. Andrée J. Rathemacher

The Library Impact Statement for PSA 507 *Customer Analytics* states that students will not be conducting library research in the course, and the proposed syllabus confirms this.

In response to the question about what critical journals, monographs, and electronic resources the University Libraries must have to support the course, the answer is, “The library already has access to the critical journals, monographs, and electronic resources to support this course.”

Based on my review of the Library Impact Statement and the proposed syllabus for PSA 507 *Customer Analytics*, I conclude that the University Libraries can meet the needs of this course with no additional resources.

In my role as Subject Selector for the College of Business, I support the addition of this course.

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