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Strategic Marketing for Healthcare Professionals MHM 510

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**LIBRARY IMPACT STATEMENT
LIBRARIAN'S ASSESSMENT**

Course: MHM 510 *Strategic Marketing for Healthcare Professionals*

Department, College: College of Business

Faculty Member: Prof. Christy Ashley

Date returned to Faculty: 12 March 2019

Librarian Completing Assessment: Prof. Andrée J. Rathemacher

The Library Impact Statement for MHM 510 *Strategic Marketing for Healthcare Professionals* states that students will be conducting research for the course. They will be expected to use credible references in their responses to eight discussion prompts, citing relevant, authoritative sources.

In response to the question about what critical journals, monographs, and electronic resources the University Libraries must have to support the course, the applicant writes, "Existing library materials are sufficient. Students will need access to current newspapers, magazines, and journals aimed at practitioners (e.g. *Journal of Services Marketing*; *Business Horizons*; *Harvard Business Review*)."

Based on my review of the Library Impact Statement and the proposed syllabus for MHM 510 *Strategic Marketing for Healthcare Professionals*, I concur that the University Libraries can meet the needs of this course with no additional resources. Students should be able to access appropriate content for the course through databases such as ABI/INFORM Complete, Academic Search Complete, and National Newspapers Core. (Note that the URI University Libraries do not have access to *Harvard Business Review*.)

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

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