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11-19-2018

Sport Branding in the Digital Age PRS 370

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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: _PRS 370 Sport Branding in the Digital Age

Department, College: Communication Studies/Arts and Sciences

Faculty Member: _Kevin McClure

Date Received: _11/19/18

Date returned to Faculty: _11/19/18

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 holds up-to-date materials on communication and branding, related to sports and otherwise. The 2018-19 allocation for purchase of monographs for Communication is approximately \$9,000.

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 students. Instructors may request library instruction for their class at the beginning of any semester.

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 class.

Rev 6/16/15 jmb