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3-25-2022

## Social Media Branding SCM 611

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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: SCM 611 Social Media Branding\_\_\_\_\_

Department, College: Harrington School, A&S\_\_\_\_\_

Faculty Member: Ammina Kothari\_\_\_\_\_

Date returned to Faculty: 03/28/2022\_\_\_\_\_

Librarian Completing Assessment: Joanna M. Burkhardt\_\_\_\_\_

Collection Management Officer: Joanna M. Burkhardt\_\_\_\_\_

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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 has both historic and current materials in relevant subject categories. The allocation for the purchase of monographs for Communications for 2021-22 is approximately \$6500. The cost of subscriptions to journals and databases is not broken out by department or college.

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

There are no essential journals as 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 for the support of this course.

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

No library information mastery sessions are required for students in this course. Students in this course will not do library research.

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