

University of South Florida Libraries
New Degree Program for the Department of Mass Communications
Master's Degree – Advertising

Overview of USF Libraries, Mission, and Program/Discipline Strengths

The University of South Florida is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award degrees at the baccalaureate, masters, specialist, and doctoral levels, including the Doctor of Medicine. The institution was initially accredited in 1965 and was last reviewed and reaffirmed in 2005. The institution is scheduled to receive its next reaffirmation of accreditation review in 2015.

The University of South Florida Libraries consist of USF's main research library, located on the Tampa Campus; two special libraries, the Hinks and Elaine Shimberg Health Sciences Library and the Louis de la Parte Mental Health Institute Library, which are also located on the Tampa Campus; the Nelson Poynter Memorial Library, USF St. Petersburg; and the Jane Bancroft Cook Library, USF Sarasota-Manatee.

Our vision is to become a globally recognized academic library system advancing knowledge through integrated resources, responsive services, research, and instruction. Together, the USF Libraries provide access to more than 2 million volumes and an extensive collection of electronic resources including approximately 6,500 e-journal subscriptions and 800 aggregator databases containing another 53,000 unique e-journal titles, 443,000 e-books, and 826,000 digital images. In addition, students have access to over 45,000 audio/visual materials including videos, CDs, and DVDs.

In addition to extensive electronic and print resources, the USF Libraries offer unique access to primary research materials through the Special and Digitized Collections Department. Specializations include: Holocaust & Genocide Studies, Science Fiction, Oral Histories, Florida Studies, Sacred Leaves medieval manuscripts, literature and book arts, children and young adult literature, sheet music, and rare books.

The library endeavors to develop and maintain a research collection that satisfies the resource needs of the undergraduate curriculums in all of the subject disciplines and also meets the specialized needs of the graduate students and faculty for advanced research materials.

The School of Mass Communications currently offers a single graduate degree, a Master of Arts in Mass Communications which provides two study tracks, Media Studies and Strategic Communication Management. The media studies track concentrates on mass communication theory, public opinion, research methods, sports & media, women & media, and visual communication. The strategic communication management track integrates public relations, advertising and marketing communication into a single focus.

The USF Tampa Library has been supporting the Master of Arts in Mass Communication degree program by actively collecting resources in the following subject areas: advertising methodology/psychology, comparative media studies, international advertising, international media, mass media and society, media ethics, media law, media history, digital media, visual communication, e-commerce, entrepreneurship, public relations management and theory, sports & media, and women & media.

The USF Tampa Library has also been actively collecting resources for the entire College of Business, which includes the Marketing Department. The proposed Master's Degree in Advertising will be a collaborative effort between the School of Mass Communications in the College of Arts & Sciences and the Marketing Department in the College of Business.

USF Libraries Collections

Emphasis is on acquiring and maintaining a robust collection of electronic journals and in developing a strong research monographic eBook collection representing the important trade, university and professional presses. An extensive eBook collection stretches the library's expendable budget and gives faculty and graduate students access to the most recent research materials that are available – from anywhere, at any time. USF faculty and students have access to research materials not available on the Tampa campus through the Library's Interlibrary Loan and Document Delivery services.

The library collects current research materials in all subject areas within the Library of Congress subject classifications relating to the mass communications, advertising, marketing, and telecommunications. Books in these areas are generally shelved in the H, P, and T *Library of Congress* (LC) call number ranges.

Library of Congress call number areas for these subject areas include:

Advertising	HE8662-HE8700.95 HF5801-HF6182
Marketing	HF5410-HF5800
Mass Communications	P96-P98, PN1990-PN1992 PN4699-PN5660
Telecommunications	TK5101-TK5104, TK6540-TK6571 TK6630-TK6571

The following is a brief summary of the USF Tampa Library's collections in these subject areas:

➤ **Number of Books in Advertising, Marketing, Mass Communications, & Telecommunications**

Print	26,614
Electronic	6,412

eBook Collections include: Oxford Scholarship Online: Business and Management; Palgrave Connect: Business & Management; Palgrave Connect: Media & Culture; Springer eBooks in Business & Economics, eBook Collection; and Gale Virtual Library.

➤ **Number of Journals in Advertising, Marketing, Mass Communications, & Telecommunications**

Print	1,435
Electronic	1,143

Notable online journals*, owned by the USF Libraries, include:

Titles collected by the USF Libraries also represent those that are highest rated in their respective research fields. For example, the USF Tampa Library provides electronic access to 15 of the 20 highest rated (ISI impact factor) journals in marketing and advertising. These ratings do not always represent true journal value, but the USF Tampa Library seeks to obtain virtually all statistically important journal titles.

Journal Title	ISI Journal Impact Factor*
Journal of Marketing	5.472
Journal of Consumer Research	3.101
Journal of International Marketing	2.900
Journal of Retailing	2.750
Journal of Academy of Marketing Science	2.671
Journal of Marketing Research	2.517
Marketing Science	2.360
International Journal of Advertising	1.903
Journal of Interactive Marketing	1.679
International Journal of Research in Marketing	1.662
Journal of Public Policy & Marketing	1.595
International Journal of Electronic Commerce	1.550
Industrial Marketing Management	1.530
QME - Quantitative Marketing & Economics	1.500
Journal of Advertising Research	1.403

*Figures from ISI Journal Citation Reports for the Social Sciences (2011)

Journal Packages include: ABI/INFORM Complete; JSTOR Business; The Economist Historical Archive (1843-2007); EBSCOhost electronic journals service; Project Muse; and Communication Studies: a SAGE Full-Text Collection.

➤ **Number of Databases in Advertising, Marketing, Mass Communications, & Telecommunications**

There are over 800 electronic databases provided and managed by the USF Libraries and the USF Tampa Library. In the Mass Communications category, there are 118 total online resources available, with further breakdown by type and/or subject category. Several of the key resources that would be most relevant for the proposed Master's Degree in Advertising include:

- **ABI Inform- Vendor: ProQuest**
This database includes ABI/INFORM Global, ABI/INFORM Trade and Industry, and ABI/INFORM Dateline. The database features thousands of full-text journals, dissertations, working papers, key newspapers such as The Wall Street Journal and The Financial Times, as well as country-and industry-focused reports and data.
- **Business & Company Resource Center: Gale Group**
Provides company profiles, company brand information, rankings, investment reports, company histories, chronologies, and industry news and information.
- **Business & Industry (RDS Business Suite): Gale Group**
A multi industry, international database that provides access to company, industry, market, and product information
- **Business Source Premier (1922-): EBSCO**
Business Source Premier is one of the definitive scholarly databases in the field of business due to its depth and coverage.

- **Datamonitor360: Datamonitor**
Datamonitor360 provides global business information, delivering data, analysis and opinion.
- **IBISWorld: IBISWorld**
IBISWorld provides reports for all of the 723 US industries enabling research on the entire sector of the U.S. economy. Information is updated every four months, ensuring the latest information. Reports are divided into three searchable modules: industry market research; company research, and business environment.
- **LexisNexis Academic: LexisNexis**
Research areas in LEXIS-NEXIS Academic cover news, industry, and market news, and legal news & research.
- **MarketResearch.com academic: Market Research**
MarketResearch.com a current snapshot of an industry including market overview, market definition, market share, market forecast, distribution, and demographics.
- **Market Share Reporter: Gale Group**
Gale's Market Share Reporter. Part of Gale's Digital Directory Library Collection, the database provides comparative business statistics (arranged by 4-digit SIC code) for companies, products and services.
- **Mintel oxygen (Mintel reports): Intel International Group**
Mintel oxygen (Mintel reports) is one of the leading marketing research databases being utilized by 120 of the top U.S. universities. It has become one of the best resources for timely and unique information about the business to consumer (b2c) marketplace.
- **SRDS (formerly SRDS Media Solutions): SRDS**
SRDS Online provides access to electronic versions of the following SRDS print publications: Consumer Magazine Media; Business Publications Media; Direct Marketing; Newspaper Media; Radio Media; and Cable & TV Media.
- **TableBase (RDS Business Suites): Gale Group**
TableBase is an international database that specializes exclusively in tabular data dealing with companies, industries, products and demographics. Tables cover market share, rankings, forecasts, shipments, output, consumption, users, exports, imports, and capacity.
- **WRDS (The Global Standard for Business Research): Wharton School**
Wharton Research Data Services (WRDS) is a web-based business data research service from The Wharton School at the University of Pennsylvania.

The USF Libraries also have subscriptions to almost all other major databases in the social sciences and business, including several comprehensive eJournal and eBook packages, the ISI Web of Science database (which includes the Social Sciences Citation Index and the Journal Citation Reports). Use of all of these resources is extremely high, which helps to justify the spending for research level resources in business, marketing, and mass communications. The USF Libraries pay over \$6 million annually for resources and also leverage consortial buying with good negotiations and packaging of resources to ensure maximum product per research dollar.

➤ **Datasets**

WRDS – The Wharton Research Data Service is the de facto standard for business data, providing researchers worldwide with instant access to financial, economic, and marketing data through a uniform, web-based interface. Current Subscriptions include: AuditAnalytics; Bank Regulatory;

Blockholders; CBOE Indexes; Compustat; CRSP; CUSIP Master File; DMEF Academic Data; Dow Jones; Eventus; FDIC; Fama French; Federal Reserve Bank Reports; I/B/E/S; KLD; PHLX; Penn World Tables; SEC Order Execution; TRACE. WRDS is only available to standing faculty, full-time research staff, currently-enrolled Ph.D. students, and full-time Master's students at the University of South Florida.

➤ **Clendinen Virtual Reading Room**

The Clendinen Virtual Reading Room was named in honor of the late James A. Clendinen, former editor of the Tampa Tribune. The Clendinen Virtual Reading Room provides a gateway to open access resources and to proprietary databases related to the study of mass communications. Access to the databases is restricted to University of South Florida faculty, students and staff. The Virtual Reading Room was created and is maintained by the USF Libraries as a resource center for the USF School of Mass Communications. It serves as a complement to the physical reading room located in the Communication and Information Sciences building on the USF Tampa Campus.

Summary Statement

In any given year, the USF Libraries materials budget is pushed to its limit. The rising cost of continuing journal subscriptions, the need for new research materials, and requests for access to online data sets are part of the daily landscape. A large portion of the USF Libraries' 6.3 million budget supports the continuation of the electronic resources. The subject disciplines of business, mass communications, advertising, and telecommunications are well represented throughout the USF Libraries electronic collections.

Recognizing the value and importance of research and teaching within the academic disciplines of Mass Communications, Advertising, Business, and Marketing, the USF Libraries will continue a sustained level of

of graduate-level research in these disciplines and to provide in these disciplines support in related and associated subject areas

In the next five years, the expectation would be for a continued level of support for these disciplines. An increase in the cost of the library's journal subscriptions would be anticipated, with typical annual increases of 3-6 %. The acquisition of additional resources would have to be balanced against the research needs of other academic disciplines on campus within the confines of any budgetary restraints that the library could face during the next five years.

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7/25/12

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As of July 2012, the collections of the USF Tampa Library and affiliates are sufficient to support the Master's Degree of Advertising, which will be a collaborative effort between the School of Mass Communications in the College of Arts & Sciences and the Marketing Department in the College of Business. Sustained annual investments to maintain the recurring elements of this collection and to purchase newly published materials are required to preserve sufficiency. With escalating costs, typical annual increases of 3-6% are likely. Strategic investments are required as new faculty are hired and areas of emphasis evolve.

Certified by:



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7/31/12

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