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## USFT Prog Proposal CAS Adv Mass Comm Pub Relations Adv Applied Comm MS 20170118

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**University of South Florida Libraries**  
**New Degree Program for the Zimmerman School of Advertising and Mass Communications**  
**Master of Science Degree – Public Relations, Advertising, and Applied Communication**

**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 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, which is a joint-use facility shared with New College of Florida and USF Sarasota-Manatee campus

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. Together, the USF Libraries provide access to more than 2 million volumes and an extensive collection of electronic resources including approximately 58,975 e-journal subscriptions and over 900 aggregator databases containing another 92,855 unique e-journal titles, 648,751 e-books, and 826,000 digital images. In addition, students have access to over 76,000 audio/visual materials including electronic media, music scores, audiobooks, CDs, and DVDs.

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 Zimmerman School of Advertising and 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 new degree program, a Master of Science in Public Relations, Advertising, and Applied Communication, will enhance the current graduate program offerings, and will provide more in-depth coverage of these subject areas within their respective academic disciplines.

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, 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, 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 Public Relations, Advertising, and Applied Communication, will benefit greatly from the resources that are currently available, and by new resources that will reflect current research developments within these subject areas.

### 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 following is a brief summary of the USF Libraries collections in the relevant subject areas:*

➤ **Number of Books, E-Books, Journals, and E-Journals in Advertising, Marketing, Mass Communications, and Public Relations.**

Academic Discipline	Books	E-Books	Journals	E-Journals	Totals
<b>Business Resources @ USF Libraries</b>	<b>19,947</b>	<b>22,358</b>	<b>616</b>	<b>2,390</b>	<b>45,311</b>
<b>Targeted Sub-Disciplines</b>					
<b>Advertising</b>	<b>1,366</b>	<b>1,237</b>	<b>27</b>	<b>83</b>	<b>2,713</b>
<b>Marketing</b>	<b>2,706</b>	<b>2,263</b>	<b>98</b>	<b>270</b>	<b>5,337</b>
<b>Mass Communications (Mass Media)</b>	<b>2,697</b>	<b>900</b>	<b>78</b>	<b>189</b>	<b>8,050</b>
<b>Public Relations</b>	<b>1,660</b>	<b>609</b>	<b>18</b>	<b>44</b>	<b>2,331</b>
<b>Totals</b>	<b>8,429</b>	<b>5,009</b>	<b>221</b>	<b>586</b>	<b>14,245</b>

➤ **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. The USF Libraries provide electronic access to 36 of the highest rated journals in Advertising, Marketing, Mass Communications, and Public Relations, ranked by ISI Impact factor. These ratings do not always represent true journal value, but the USF Libraries seek to obtain virtually all statistically important journal titles in these fields.

Journal Title	Impact Factor	USF Owns
Journal of Business Venturing	4.204	yes
Journal of Marketing	3.885	yes
Journal of the Academy of Marketing Science	3.744	yes
Journal of Interactive Marketing	3.256	yes
Journal of International Marketing	3.250	yes
Journal of Consumer Research	3.187	yes
Journal of Marketing Research	3.109	yes
Marketing Theory	2.673	yes
Journal of Service Research	2.462	yes
Journal of Advertising	2.288	yes
Journal of Business Research	2.129	yes
Journal of Retailing	2.014	yes
Journal of Consumer Psychology	2.009	yes
Industrial Marketing Management	1.930	yes
International Journal of Research in Marketing	1.833	yes
Journal of Travel and Tourism Marketing	1.741	yes
Marketing Science	1.647	yes
International Marketing Review	1.588	yes
Marketing Letters	1.508	yes
Journal of Macromarketing	1.429	yes
Psychology & Marketing	1.367	yes
Public Relations Review	1.249	yes
International Journal of Advertising	1.169	yes
Journal of Public Policy Marketing	1.150	yes
European Journal of Marketing	1.088	yes
International Journal of Consumer Studies	1.086	yes
Journal of Consumer Affairs	1.053	yes
Journal of Destination Marketing Management	1.034	yes
Journal of Services Marketing	1.021	yes
Journal of Advertising Research	0.985	yes
Journal of Business & Industrial Marketing	0.973	yes
QME Quantitative Marketing and Economics	0.846	yes
International Journal of Market Research	0.697	yes
Journal of Business to Business Marketing	0.500	yes
Journal of Mass Media and Ethics	0.405	yes
International Journal of Sports Marketing & Sponsorship	0.394	yes

\*Figures from Thomson Reuters ISI - InCites Journal Citation Reports (2015)

- **E-Journal Packages include:** ABI/INFORM Complete; JSTOR Business; The Economist Historical Archive (1843-2007); EBSCOhost Electronic Journals Service; Elsevier Science Direct; Taylor & Francis; Wiley Online Library; and Communication Studies: a SAGE Full-Text Collection.

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

There are over 900 electronic databases provided and managed by the USF Libraries and the USF Tampa Library. Several of the key resources that would be most relevant for the proposed Master's Degree in Advertising, Marketing, Mass Communications, & Public Relations 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 Insights: 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.
- **Communication Abstracts (1977- ) : EBSCO**  
Communication Abstracts is a comprehensive source of information about communication-related publications on a world-wide scale. 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.
- **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**  
This database is 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 e-Journal and eBook packages, the ISI Web of Science database. 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.

➤ **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 Business, Advertising, Marketing, Mass Communications, and Public Relations, the USF Libraries will continue a sustained level of support for graduate level research in these disciplines and in allied and associated subject areas.

Within 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 university could face during the next five years.

*Prepared by:*

*Cheryl D.S. McCoy*

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As of January 2017, the collections of the USF Tampa Library and affiliates are sufficient to support the Master of Science Degree in Public Relations, Advertising, and Applied Communication in the School of Advertising and Mass Communications in the College of Arts & Sciences. 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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