

Communications Collection Development Policy

Purpose of the Collection

The primary purpose of the collection is to support the curriculum and research needs of the students and faculty in the Division of Corporate Communications and Public Affairs. There is also cross-disciplinary application in the areas of business, journalism, sociology, and psychology.

Description of the academic programs

The Division of Corporate Communications and Public Affairs offers two undergraduate majors. Corporate Communications and Public Affairs allows students to choose from three possible tracks of study: Organizational Communication, Political Communication, and Social Innovation and Nonprofit Engagement. The program of Public Relations and Strategic Communications focuses on external corporate communication and public affairs. A minor is also offered.

Collection Description

Monographs

Materials collected may include scholarly works as well as professional or trade literature. Print is preferred for scholarly monographs. Electronic format is preferred for all other materials, if available.

The following topics should be covered at the instructional support level: communication theory, political communication, public relations, practical application of communication in business, practical application of nonprofit communication, communication and society, communication ethics, international communications, communication in mass media, issues in communications. The following topics should be covered at the basic information level: elocution, communication technology and industry, history of mass media and communication. Emphasis is placed on collecting reference materials and handbooks.

Databases

Electronic resources represent a key area of collection. Databases that support this subject area include *Communication Source*, *Simmons*, as well as various business information resources such as *Business Insights: Global*, *Mergent*, and *Business Source Complete*.

Currency

Emphasis is given to the acquisition of current titles. Earlier imprints are acquired occasionally to fill gaps in our holdings.

Language

Materials collected are only in English.

Geography

Materials primarily focus on journalism in the United States, with some international coverage.

Collection Levels by Library of Congress Call Number Range

For a description of collection levels, see [Collection Depth Indicators](#).

LC Call Number Range	Subject	Goal Level
HD59	Public Relations	2
HE7600-HE9999	Telecommunications	1
JF1001-JF1177	Political rhetoric	2
HF 5717-5746	Business communication	2
P87-P89	Communication theory	2
P90-P94.6	Communications, Mass Communications, Media Studies	2
P95.7-P96	Media, Democratization, Political Communication Theory	2
PN 4001-4355	Oratory, Elocution	1