

**EVALUATION OF LIBRARY RESOURCES ESSENTIAL TO THE SUPPORT OF:  
UNDERGRADUATE CERTIFICATE IN SALES  
COLLEGE OF BUSINESS**

Alexandra Howard, Business Research & Teaching Librarian  
Dean Robert E. Fox, Jr.

University Libraries

November 24, 2021

## **BACKGROUND**

University of Louisville (UofL) Libraries are comprised of:

- 1) Ekstrom Library serving humanities, social sciences, life sciences, business, engineering, physical sciences, and technology,
- 2) Kornhauser Health Sciences Library,
- 3) Anderson Music Library,
- 4) Bridwell Art Library,
- 5) The Law Library, and
- 6) University Archives and Special Collections.

UofL's library system supports the teaching and research needs of more than 22,000 students and more than 7,000 faculty and staff. UofL belongs to the Association of Research Libraries (ARL), an organization of 126 North American library systems affiliated with large, comprehensive research institutions; the State-Assisted Academic Library Council of Kentucky (SAALCK); and Kentuckiana Metroversity, a consortium of Louisville area libraries.

Ekstrom Library provides access to the resources most relevant to the proposed Undergraduate Certificate in Sales. The proposed certificate will be housed in the Marketing Department in the College of Business. The program consists of 12 required credit hours. There are no new courses associated with the proposed certificate.

This report provides a summary of library resources that support teaching and research in sales. The library is already successfully supporting the marketing courses associated with the proposed certificate and will therefore be able to support the Undergraduate Certificate in Sales.

## **COLLECTIONS**

### **Books**

According to WorldCat, UofL has hundreds of books related to sales. Here is a breakdown of the library's current holdings categorized by relevant Library of Congress subject heading:

<b>LC Subject</b>	<b># of Print Books</b>	<b># of eBooks</b>	<b>Print Books published in last 5 years</b>	<b>eBooks published in last 5 years</b>
Selling	334	63	1	9
Customer relations	790	83	16	15
Customer services	250	218	1	98
Sales Management	122	48	1	8
Marketing Management	715	123	1	31
Success in Business	506	49	7	7

## Periodicals

UofL currently has online full-text access to top-rated journals focused on marketing and sales.

Journal	Online Full-Text Holdings
<i>Journal of the Academy of Marketing Science</i>	1973 – present
<i>Journal of Consumer Culture</i>	2001 – present
<i>Journal of Consumer Psychology</i>	1992 – present
<i>Journal of Consumer Research</i>	1974 – present
<i>Journal of Marketing</i>	1936 – present
<i>Journal of Marketing Perspectives</i>	2015 – present
<i>Journal of Marketing Research</i>	1964 – present
<i>Journal of Personal Selling &amp; Sales Management</i>	1980 – present
<i>Journal of Service Research</i>	1999 – present
<i>Psychology &amp; Marketing</i>	1984 – present

## Online Databases

The following databases offer indexes, abstracts, and full-text access to the periodicals listed above plus thousands of other publications and data related to marketing and sales.

- ABI/INFORM
- APA PsycInfo
- Business Source Premier
- EconLit
- MRI Simmons Insights
- Nexis Uni
- Statista
- Web of Science

## Other Resources

There are online research guides in [Business](#) created by the Business Research & Teaching Librarian which can be used to support the Undergraduate Certificate in Sales. There is a [Marketing research guide](#) and a [MKT 360: Professional Selling research guide](#). A guide can be created for the Undergraduate Certificate in Sales program upon request.

Undergraduate students may also benefit from UofL Libraries' [Research DIY tutorials](#) and [Productive Researcher Portal](#), which provide tools, strategies, and resources for conducting research and completing research assignments. Ekstrom Library also provides regular training in [EndNote](#) citation management software.

## SERVICES

### Research Assistance and Instruction

Ekstrom Library provides research assistance and information literacy instruction in a variety of in person and online formats to meet the needs of students and faculty.

Liaison librarians work directly with their assigned colleges and departments to support their unique information needs. The [Business Research & Teaching Librarian](#) can support teaching, learning, and research for the proposed Undergraduate Certificate in Sales.

### **Interlibrary Loan and Document Delivery**

Faculty and students can access books and articles not held by UofL Libraries through [Interlibrary Loan](#). Document delivery services allow patrons to request that library-owned articles or book chapters less than 50 pages in length, and within copyright fair use guidelines, be scanned and delivered to them electronically. Ekstrom Library has a [Distance Learning Services Specialist](#) who provides online learners with access to print and electronic resources.

### **CONCLUSION**

The UofL Libraries has a breadth of resources and services to adequately support the proposed Undergraduate Certificate in Sales.