

BACKGROUND: Prior to 1975 the subdivision **-Marketing** was not normally used under headings for products. Instead, works on the marketing of specific products were assigned the corresponding heading for the industry, for example, **Automobile industry and trade**. Since 1975, for works dealing solely with the marketing of an individual product, the free-floating subdivision **-Marketing** has generally been used under the heading for the product, for example, **Automobiles-Marketing**.

SCOPE OF THE SUBDIVISION: The free-floating subdivision **-Marketing** is used for works that discuss the process of moving goods from the producer through the trade channels to the consumer as well as for works that discuss the marketing of specific services.

For works that discuss specific aspects of marketing, use the appropriate heading or subdivision, for example, **Merchandising, Pricing, Selling, Selling-[product heading], [product heading]-Transportation**.

For works that are broader in scope and discuss the economic and manufacturing aspects connected with the production and trade of types of commodities or products, use the appropriate industry heading (cf. H 1673).

1. General rule. Use the free-floating subdivision **-Marketing** under headings for particular commodities, products, services, or institutions providing products or services, for works discussing solely the marketing of these products or services as defined above. *Examples:*

Drugs-Marketing
Papaya-Marketing
Information services-Marketing
Preventive health services-Marketing
Nursing homes-Marketing

Note: Do not use industry headings for works solely on marketing.

LC practice:

2. Correction of records. Be cautious about changing industry headings in existing records to headings of the type **[product or service]-Marketing** if the work is not in hand. Many works with the word **marketing** in the title are actually broader than the definition of marketing above and should have the appropriate industry heading assigned.