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LIBRARIES

Business Publications Video—The Need

- Needed to Assemble a Suite of Videos
 - Asynchronous Instruction Module
 - Point of Need Videos on LibGuides
- Business Journal Environment Different than Academic Disciplines
 - Academic → Scholarly = Good vs. Popular = Bad
 - Business → Scholarly AND Trade = Good
 - Difference Rarely Addressed in General Library Instruction
- Unable to Locate a Scholarly/Popular/Trade Video for Business
- Created My Own



Business Publications Video—The Process

- Met with Graduate Student Assistant, Troy Walker
- Initial Discussion:
 - Instructional Objective(s)
 - Content & Flow/Script
 - Basic Look & Feel
- Tweaked the First Draft
- Final Product:
 - Libraries' YouTube Channel
 - Business LibGuides
 - LibWizard Module



Business Publications Video—The Video



Wayne State University Libraries



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<http://library.wayne.edu>