Marketing Information Resources

Listed below are resources for Marketing information…

All databases are available by clicking "Articles and Databases" then "Databases by Name" from the library home page. Click on the letter that corresponds to the first word of the database name.

Preferred Resources

- Business Source Complete
  - Access to articles that cover a multitude of periodicals concerning marketing – both trade and scholarly.
- Marketresearch.com Academic
  - Information on market intelligence and industry analysis providing full market research reports.
  - You may find that some reports have a price next to them. These prices are for corporations and organizations that do not subscribe to this database. Franklin University subscribes to this database, so you may download all reports for free.
- Ebrary
  - E-books that cover various topics within the Marketing field.

Additional Resources

Databases:

- SRDS Media Solutions (Standard Rate and Data Service)
  - The Franklin University Nationwide Library has access to *Consumer Media Advertising Source* (which contains magazine and journal data) and *Newspaper Advertising Source*. This source delivers media rates and information that includes both United States and International media properties.
- Factiva
  - Contains Company profiles, financials, and industry information. There is also access to news and articles from multiple periodicals that cover the business world.
- Gale Directory Library
  - Contains access to *Market Share Reporter* 2009, 2010, & 2011. All editions are searchable by topic and keyword.

Websites:

- Advertising age
  -Contains latest news, blogs, and podcasts.

- American Marketing Association
  -This website has helpful information relating to Marketing, such as, a Marketing Resource Directory, job board, Resource Library and more.

- Interactive Advertising Bureau
  -Contains news from the Marketing World, links to events and training, and research.

Books:

- New Strategist (Eds.). (2008). *Best Customers: Demographics of Consumer Demand* (5th Ed.). Ithaca, NY: New Strategist Publications.
  - Library Call # 658.834 B4643, 5th Ed.
- Tadajewski, M. & Jones, D. (Eds.) (2008). *History of Marketing Thought*. Los Angeles: Sage.
  - Library Call # 658.8001 H62974
- Birks, D. and Macer, T. (Eds.) (2009). *Marketing Research.* New York : Routledge.
  - Library Call # 658.8 M3416
- Maclaran, P., Saren, M., and Tadajewski, M. (Eds.) (2007) *Marketing Theory*. London : Sage.
  - Library Call # 658.8001 M3416
- Riggs, T. (Ed.). (2000). *Encyclopedia of major marketing campaigns*. Detroit, MI : Gale Group.
  Riggs, T. (Ed.). (2007). *Encyclopedia of major marketing campaigns, 2.* Detroit, MI : Gale Group.
  - Library Call # 659.103 E56
  - Library Call # 659.103 En196,Vol. 2
- Hogg, M. (Ed.). (2005). Consumer Behavior: Research and Influences. London: Sage.
  - Library Call # 658.8342 C7667
- (2010). *International Marketing Data and Statistics*. London: Euromonitor Publications Ltd.
  - Library Call # 382.09 I61
- Scott, David (2010). *New Rules of marketing and PR: how to use news releases, blog, podcasts, viral marketing and online media to reach your buyers directly*. New York : Gildan Media Corp.
  - Library Call # CD 658.8 Sco832 (Compact Disc)
  - Available as an ebook in Ebrary database.

Recommended Steps

The following steps are recommended for beginning your Market research.

STEP ONE: Determine the Market Share and demographic to market your product.

- Use the databases and books provided above to assist you in your research, such as Marketresearch.com Academic or *Market Share Reporter* (see Gale Directory Library database).

STEP TWO: Consider the following points when gathering information:

- Read Market Share Description(s) that relate to your product; you may wish to take note of SIC and NAICS codes .

- Product or services (current and new) comparison (should there be products similar to yours).
- Price comparison.
- Who are your major competitors? Research these companies using Factiva, by clicking on the "Companies/Markets" tab.
- Current economic trends, including market growth or decline.
- Forecasting/Future trends, including any factors or threats that could affect your market share.

STEP THREE: Research the most effective way to market your product to your chosen demographic and the cost of launching advertisements for your product:

- Use the databases and books provided above to assist you in your decision, such as SRDS Media Solutions.