

MGT-541 Applied Marketing Management

Databases for Developing a Marketing Plan and Case Analysis for Your Company

As a reminder on getting to the Business databases (this works for all the business related IWU databases):

- <http://www.indwes.edu/ocls>
- Click on: Business (under Article Databases)
- Locate the named database per below.
- Have either your MyIWU log in credentials OR your 14-digit library access number readily available.

Business Source Complete :

- “Advanced Search” allows you to search journals for news articles, best practices or case studies by company name or by industry code. Subject terms that provide many results include the following. Click on the link to see the search results for these topics:

Search to get article on these topics	Click on these links
Decision making in marketing	http://tinyurl.com/y7xs2u75
Marketing--Forecasting	http://tinyurl.com/yapc2l9w
Marketing—Key Accounts	http://tinyurl.com/84rtv4j
Marketing--Management	http://tinyurl.com/79ytcxw
Marketing models	http://tinyurl.com/c483nnh
Marketing planning	http://tinyurl.com/y76pyn6b
Marketing research	http://tinyurl.com/y9gzvwmf
Marketing strategy	http://tinyurl.com/d4tjmel

- These sample searches may give you additional ideas once in the database of how to search relevant topics.
- “Business Videos” [see the “More” tab] offer Harvard instruction. Search: marketing.
- “Company Profiles” [see the “More” tab] often list leading competitors or provide a SWOT analysis.

Corporate Resource Net: Search for articles using the same subjects as Business Source Complete.

Emerald Insight: Scholarly articles published by Emerald, search using keywords (like Google). For more than one word, use quotation marks to keep that term together in the search results, e.g. “marketing analysis”

First Research: Review trends, challenges and opportunities for about 900 **industries**.
Note: First Research does not provide information on individual companies.

Nexis Uni:

- Research 43 million companies. (Get Company Info search box)
- Obtain journal articles and newspaper articles (Search the News box) and US legal documents (Look up a Legal Case).
- Check SEC files from publicly traded corporations. (Combined Search)
- Search Hoover's Company Profiles

EBSCO E-Collection or Ebook Central e-books:

- Click on: EBSCO E-Collection or Ebook Central (under Books).
- Provides online access to many full text books.

Frequent Article Searches

The following three initial steps are generic when locating journal articles:

1. Start at the OCLS website <http://www.indwes.edu/ocls/>.
2. Select the category "Business" from under the heading "Article Databases".
3. Select the recommended database from the list of business databases.

Find articles on "Marketing Strategies"

Select Business Source Complete

Type the following subjects in the three search boxes:

- "Marketing strategy"
- "Management"
- "Business planning"

Searching: Business Source Complete | Choose Databases »

marketing strategy	in	SU Subject Terms	Search
AND		management	in SU Subject Terms
AND		business planning	in SU Subject Terms

Add Row

Ensure that each of the right option boxes says "SU Subject Terms" and click "Search."

If you check the boxes that limit results to full-text, scholarly articles with references available you should obtain hundreds of results on your topic. Additional articles may be obtained by replacing the subject "Business planning" with "Strategic planning."

Select Emerald Insight

Type the following terms in the search boxes:

- Marketing strategy
- [AND] management

- [OR] planning

This should obtain hundreds of results!

Find articles on “Marketing Analysis”

Select Business Source Complete

Type the following subjects in the three search boxes:

- “Marketing research”
- “Management”
- “Test marketing”

Searching: Business Source Complete | Choose Databases »

marketing research	in	SU Subject Terms	Search
AND		management	
AND		test marketing	Add Row

Ensure that each of the right option boxes says “SU Subject Terms” and click “Search.”

If you check the boxes that limit results to full-text, scholarly articles with references available you should obtain tens of results on your topic. Additional articles may be obtained either by removing one or more terms (eliminated some of the restrictions on what must be in the search results) or by replacing the subject “Test marketing” with terms such as “Target marketing” or “Market segmentation”.

Select Emerald Insight

Type the following terms in the search boxes:

- Marketing analysis
- [AND] marketing research
- [OR] test marketing

This should obtain over one hundred results.

Searching for “marketing analysis” alone almost doubles the results, as that eliminates the requirement that either the phrase “marketing research” or “test marketing” be present.

Find a “SWOT Analysis”

Business Source Complete

A SWOT analysis is a grid displaying the strengths, weaknesses, opportunities, and threats that face an entity. Marketline Reports have SWOT grids for many publicly traded companies, and these are available in Business Source Complete.

A simple way to obtain a SWOT analysis is to enter the first portion of the name of the company, noting in the right drop-down box that this is a “CO Company Entity”. In the

lower text box, enter the term “SWOT”. This should obtain all of the SWOT grids that exist in the database for that company (see illustration for Eli Lilly, below).

Searching: **Business Source Complete** | [Choose Databases »](#)

eli lilly in CO Company Entity

AND swot in Select a Field (optional)

AND in Select a Field (optional) [Add Row](#)

Business Insights: Essentials

- Enter a company name in the search box or a ticker symbol. Click on Search.
- Enter the information you have for your company, e.g. name, ticker symbol, SIC/NAICS codes.
- Click on the link for your company.

You searched for: **lly**

Limit By: **Company**

Displaying 1 - 2 of 2

Eli Lilly & Co. (LLY)
Company Profile, Gale Business Insights Online Collection, 2017
 Eli Lilly & Co. discovers, develops, manufactures, and sells pharmaceutical products worldwide. The company operates in two segments, Human Pharmaceutical Products and Animal Health products. The company offers

Brands	Trade Journals
Company Chronology	Market Share Reports
Financials	Rankings
Investment Reports	News

- You have access to a lot of information on the company, including financials, company hierarchy, market share reports, articles about various issues related to the company.
- Some have a SWOT analysis available.

Google Search

Another way to search for SWOT analyses on major companies is by doing a Google search. Type in the search box for Google: Company name SWOT, e.g. Starbucks SWOT. You will retrieve a variety of results and may need to be rather discriminating in what you select to use.

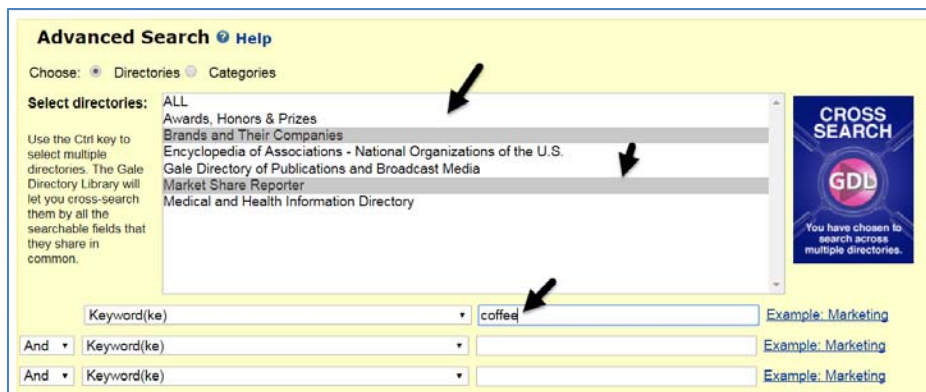
Find Market Share Information

Business Insights: Essentials

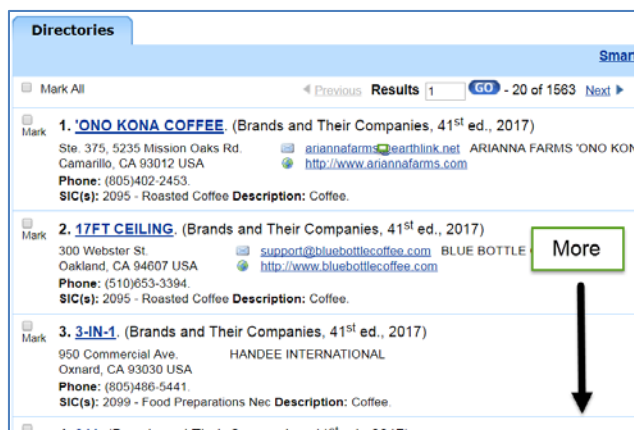
- Enter a company name in the search box or a ticker symbol. Click on Search.
- Click on the link for your company.
- On the left hand side, click on Market Share Reports or Rankings.
- Different kinds of rankings for your company will be available.

Gale/Cengage Directory Library

- An annual publication by GaleCengage is *Market Share Reporter*. This is available to view online.
- Available under the Business databases (Business, under Article Databases).
- Click on: Gale/Cengage Directory Library
- Click on: Advanced Search, underneath the yellow search area.
- You choose the directories you care to search. If you want to search more than one, hold down the Ctrl/Cmd key and click on each one so they turn gray.
- Two titles are available that are relevant to marketing:
 - *Brands and their Companies*
 - *Market Share Reporter*
- Enter a keyword search, e.g. coffee



- You will get a variety of results relevant to the topic/product you entered.



Some Additional Sources, Available from IWU Library

You will have to request through OCLS that the appropriate pages be scanned and emailed to you for your topics (if available).

Business Ranking Annual 338.74 B964 (Reference book; available at multiple campuses)

Lifestyle Market Analyst 658.834 L626 (Reference book; not available for check out.)

Here is a sample of information available from this book:

http://www.srds.com/lma/SRDS_LMA_2006_sample.pdf

Who's Buying Series (IWU owns the following in this series. They are all located at Reference 658.8348 W62.)

Who's Buying by Age, v. 4A

Who's Buying Apparel, v. 5A

Who's Buying: Executive Summary of Household Spending, v. 5B

Who's Buying by Race and Hispanic Origin, v. 5C

Who's Buying Alcoholic and Nonalcoholic Beverages, v. 6A

Who's Buying Entertainment, v. 6B

Who's Buying for Travel, v. 6C

Who's Buying Health Care, v. 6D

Who's Buying Transportation, v. 6E

Who's Buying at Restaurants and Carry-Outs, v. 7A

Who's Buying for Pets, v. 7B

Who's Buying Groceries, v. 7C

Who's Buying Household Furnishings, Services, and Supplies, v. 7D

Who's Buying Information and Consumer Electronics, v. 21