

# MKT 301 Marketing Management Principles

Developed by Ron Foster and Revised by Barbara Grimes (9/09)

## The Library Has These Databases Which You Can Use

1. ABI Inform / ProQuest
2. Business and Company Resource Center (BCRC)
3. Business Source Complete

These databases are available from the Library's Home Page, under "Databases". They provide the full text of articles from professional journals and popular magazines, but they do not have the full text of every article; some results will be only citations or summaries.

*All databases are accessible from off-campus through your college SITNetID.*

## Notes On The Databases

- *ABI Inform* is part of a larger database, *ProQuest*; it focuses on business matters. *Proquest* contains full text articles from Barron's, New York Times, and the Wall Street Journal. *ABI Inform* contains the full text of Barron's and the Wall Street Journal.
- In *BCRC*, keep your searches simple, like only the first word in the name of the company, and then select the company you want from a list. You're less likely to miss information searching this way. Companies seem to be listed according to their sales, so the parent company is usually listed first; if you get too many results select the "Ultimate Parent" search.
- All of the good stuff in *BCRC* is hidden behind the yellow tabs at the top of the screen.
- Sometimes the best place to find a company's statistical information, etc. is in its annual report in the Investor Relations portion of the company's home page.

## Finding Material

Divide your research into two stages:

Stage 1: Use the library databases to *identify* a source, e.g., a journal article.

Stage 2: Use various resources to *locate* the source, including:

- 360 LINK to full text / List of E-journals – a list of magazines & journals available via our databases
- List of Print Journals – a list of our print serials; the list is available in print & online
- Librarians – feel free to ask a librarian to help you locate material
- Interlibrary Loan – fill out an online ILL form to obtain material we do not own, available from the Library's Home Page.

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## Reference Books

1. Lifestyle Market Analyst. Ready Ref HF5415.33.U6L54 2001
2. Standard and Poor's Industry Surveys. Ready Ref HC106.6 .S74 Update.
3. State and Metropolitan Area Data Book. <http://www.census.gov/statab/www/smadb.html>

## Related Web Sites

### *Subject Directories*

Librarian's Index to the Internet <http://www.lii.org>

Internet Public Library <http://www.ipl.org>

Google Directory [http://www.google.com/Top/Business/Marketing\\_and\\_Advertising](http://www.google.com/Top/Business/Marketing_and_Advertising)

### *Statistical Web Sites*

Econdata.net – “Your guide to regional economic data on the web.”

[www.econdata.net](http://www.econdata.net)

FedStats - “Gateway to statistics from over 100 U.S. Federal agencies”

<http://www.fedstats.gov>

U.S. Census Bureau – including the Statistical Abstracts of the United States

<http://www.census.gov>

U. S. Census Bureau: Demographic Profiles

<http://censtats.census.gov/pub/Profiles.shtml>

U.S. Department of Labor. Bureau of Labor Statistics.

<http://www.bls.gov>

### *Specialized Web Sites*

About.com <http://www.marketing.about.com/od/internetmarketing>

KnowThis.com <http://www.knowthis.com>

Small Business Association. <http://www.sba.gov>

Website Marketing Plan.com <http://www.websitemarketingplan.com>

## AMA Documentation Style

AMA Reference List Style pdf:

[http://www.marketingpower.com/AboutAMA/Documents/AMA\\_Reference\\_Style.pdf](http://www.marketingpower.com/AboutAMA/Documents/AMA_Reference_Style.pdf)

AMA Reference List style <http://www.sunyit.edu/library/lib/handouts/ama.pdf>

For additional information go to the American Marketing Association website at:

<http://www.marketingpower.com> and look at the Accepted Manuscript Guidelines for individual titles published by the AMA.