

MKT 505 Marketing Management Principles

Developed by Ron Foster and Revised by Barbara Grimes (10/09)

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.

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.

Finding Books

1. SUNYIT Catalog – for items that SUNYIT owns
2. WorldCat – for items that libraries worldwide own and you can order through Interlibrary Loan

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Reference Books

1. Business Plans Handbook. Ready Ref. HD62.7.B865
2. Lifestyle Market Analyst. Ready Ref HF5415.33.U6L54 2001
3. Standard and Poor's Industry Surveys. Ready Ref HC106.6 .S74 Update.
4. 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

Statistical Web Sites

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

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>

Entrepreneur.com <http://www.entrepreneur.com/marketing/index.html>

Harvard Business School's Working Knowledge <http://hbswk.hbs.edu/topics/marketing.html>

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

Small Business Administration. <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

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.