MKTG 1030: Library Session

October 3, 2018

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Course Guide:
http://researchguides.library.yorku.ca/mktg1030
Agenda

- Key market research databases
- Key article databases
- SimplyAnalytics demo
- Additional resources
- Citation resources

Photo by Joanna Kosinska on Unsplash
Key market research databases

- Niche industry coverage
- Canadian, US, China, & Global reports

- Strong consumer product & services coverage
- Covers over 200 countries

- Covers wide variety of markets (mining, healthcare, retail)
- Includes Five Forces analysis
Why is it important to use more than one resource?
Activity

- Form groups of 2-3
- Follow the instructions on the handout
Key BRYT marketing reports & data video & PDF how-to content
Search Strategies

Combines **DISTINCT** terms
Fewer results
Makes search focused and specific

Combines **SIMILAR** terms
Greater results
Makes search broader

**Phrase searching**
“double quotation marks” for exact phrases

**Truncation**
manag* = manager, managing, management

“ice cream” **AND** market*

“frozen yogurt” **OR** “ice cream” **OR** “frozen dessert”
Find the search mistakes!

marketing OR (frozen yogurt OR “frozen fries”)
Find the search mistakes!

marketing OR (frozen yogurt OR “frozen fries”)

1) First OR should be an AND (i.e. marketing AND ice cream)
2) Frozen yogurt should be in double quotations (i.e. “frozen yogurt”)
3) Frozen fries is not a synonym → use something like “ice cream”
4) Marketing: could use asterisk (i.e. market*)
Key article databases

- Major scholarly & trade business articles
- Includes some newspapers & magazines

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- Major national & international business news sources
  (i.e. Wall Street Journal, Globe & Mail, Forbes)
Key BRYT marketing article video & PDF how-to content
Additional Resources

- **MKTG 1030 Research Guide**
  - Includes links to other valuable resources for company, industry, and market research

- **BRYT’s Company Research Module**
  - Find a Company’s Strategy (shows how to find analyst reports, annual reports, interviews with executives and more)

- **BRYT’s How to Find Trade/Industry Associations**
  - Trade and industry associations typically include a research with statistics and facts for industry, list of companies in the industry, and newsletters and other content that provide insight into industry.
Citation Resources

Bronfman Library’s Business Citation Guide

Humber Libraries’ APA in Minutes videos

SPARK’s APA, MLA, & Chicago guides

Purdue’s APA, MLA, & Chicago guides

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Thanks for your time!

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