

Marketing 280 Resources

Prepared for Robert Morris University

Library Website: www.robertmorris.edu/library

Online Databases:

Online databases contain numerous journals, magazines, newspapers, and other sources. These resources can be accessed through the library internet site at the RMU website or directly at this link: <http://www.robertmorris.edu/library/databases/>.

- **Academic Search Premier** – Articles available topics and subject matters. Below are some publications available through this database:
 - Advertising Age
 - American Demographics
 - Brandweek
 - Forbes
 - Fortune
 - Inc.
- **Business & Company Resource Center** - Profile, History, Industry Information, SIC and NAICS #, Financial Information, and S.W.O.T. analysis. Below are some publications available through this database:
 - Academy of Management Journal
 - Academy of Marketing Studies Journal
 - AdMedia
 - Advertising Age
 - Journal of Consumer Marketing
 - Marketing Magazine
- **Business Source Elite** - Articles on business, economics, finance, management, datamonitor company profiles, and others. Below are some publications available through this database:
 - Journal of International Marketing and Marketing Research
 - Journal of Strategic Marketing
 - Marketing
 - Marketing Management
 - Marketing Bulletin
 - Marketing News
- **Lexis Nexis** - Disclosure Reports and SEC filings. Plus, Hoovers!!!!
- **Standard & Poor's Industry Surveys and Stock Reports** - Industry Information and Company Information.
- **ValueLine** - Company Information and Finances.
- **Wall Street Journal** - Access to articles published through WSJ.

Print Resources:

These books are just some of many available print resources available at RMU. Please refer to the RMU library catalog to see additional materials. Reference books are library use only (and cannot be checked out). Any circulating books can be borrowed and shipped to your home campus or any RMU campus.

- Reference Books
 - 2010 World Industry and Market Outlook Ref 338.021

- Best Customers: Demographics of Consumer Brand Ref 381.3 Bes
- Market Share Reporter Ref 338.4767 Mar
- Circulating Books
 - Integrated Advertising, Promotion, and Marketing Communications 659.1 Clo
 - Marketing Management 658.8 Kot
 - Marketing Management: The Big Picture 658.8 Nor
 - Marketing Principles and Best Practices 658.8 Mar
 - Unmarketing 658.02 Str
 - The Designer's Guide to Marketing and Pricing 658.8 Ben
 - E-Marketing 658.872 Str

eBook Resources:

These eBooks are just some of many available online resources available at RMU. eBooks can be accessed through the RMU Catalog.

- Customer Satisfaction Evaluation EBOOK 658.83015195
- Ingredient Branding EBOOK 658.827
- Market Share Reporter EBOOK 338.4767
- The Marketing-Sales-Finance Triangle EBOOK 658.8
- Social Media Marketing EBOOK 658.872

Web Resources:

These are just some of many relevant web sources available.

- Advertising Age
 - www.adage.com
- American Marketing Association
 - www.marketingpower.com
- Business Marketing Association
 - www.marketing.org
- Corporate Information
 - www.corporateinformation.com
- The Chicago Chapter of the American Marketing Association
 - www.chicagoama.org
- Entrepreneur
 - www.entrepreneur.com
- Internet Marketing Association
 - www.imanetwork.org
- KnowThis
 - www.knowthis.com

Search Strategies:

There are some useful techniques that will be valuable for you learn when researching for articles and books. For example, using Boolean strategy such as **AND**, **OR**, and **NOT** as well as **placing phrases in quotations** (i.e. "Customer Behavior") will expand or narrow your searches. Additionally, using the right search terms related to your research topic/s will yield better results.

- Use of **AND** will search for articles/books containing all search terms. For example:
 - Advertising AND Pricing
 - Advertising AND Sales

- Brands AND “Consumer Behavior”
- Starbucks AND Promotions AND Sales
- products AND Logo AND “social media”
- Use of **OR** will search for articles/books containing either of the search terms you entered. For example:
 - Advertising OR Promotion
 - Products OR Sales
 - Products OR Brands
 - Starbucks OR “Seattle Best’s”
 - Wal-Mart OR Target
- Use of **NOT** will search for articles/books containing some search terms. For example:
 - advertising NOT promotions
 - advertising NOT logo
 - brands and “customer behavior” NOT sales
 - Starbucks NOT “Seattle Best’s”
 - Starbucks OR Caribou NOT “Seattle Best’s”

Below are some relevant resources related to your course. These are just of many available resources so please utilize the search strategies to find additional materials.

Consumer Behavior:

- Neuromarketing: Exploring the Brain of the Consumer
 - EBOOK 658.8342
- Right Sensory Mix: Targeting Consumer Product Development Scientifically
 - EBOOK 658.8342
- Exceptional Demand in the United States: Price, Income, and Consumption Behavior
 - EBOOK 339.470973
- Journal of Consumer Policy
 - Articles from 1998-2006 are available through Business and Company Resource Center
- Consumer Behavior: The Psychology of Marketing
 - <http://www.consumerpsychologist.com/>

Market Segment Characteristics:

- Made in America: A Social History of American Culture and Character
 - 973 Fis
- Best Customers: Demographics of Consumer Brand
 - Ref 381.3 Bes
- Journal of Marketing Research
 - Available through Business Source Elite

Competition Research:

- Company/Corporation Website
- Lexis Nexis Database
- Business and Company Resource Center

Pricing:

- Journal of Revenue and Pricing Management
 - Available through Business and Company Resource Center and Business Source Elite

Some Helpful Pointers:

- Official company/corporation websites are great sources
 - Look for company strategies, values, etc.
- Do not get stuck with a particular search words!
 - Think of related words to your main topic/search term (i.e. Logo, brands, label)
- You can combine Boolean search words
 - Advertising AND Logo OR Symbol NOT Brands
- Use quotations for phrases
 - i.e. "Consumer behavior"
- You can access the online databases off-campus
 - Follow the login instructions when prompted
- Use the LoPata Center for writing consultations and tutoring
 - Ask your advisors about the LoPata Center
- Always CITE your sources!
 - Use the citation guide found in the RMU library website
 - RMU libraries have copies of APA and MLA writing guides
 - Get familiarize with free online citation tools such as:
 - www.easybib.com
 - www.citationmachine.net
- ***As always, you can contact your librarian for additional help!!!***