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Finding Information on Marketing

In order to produce good quality assignments, you should be using a range of different sources and materials. ***It is important to realise that you should be making use of QUALITY sources only, rather than simply relying on such as Wikipedia.*** This handout will help you find a wide range of **quality** material in the field of marketing.

If you are struggling to find what you need - ask the Learning Centre staff. They like to help!



• Online Resources

The Learning Centre has bought licences to a range of specialised databases to help you find **QUALITY** material that has been assessed by fellow experts (peer-reviewed); these databases are **NOT** available freely via the web and should be a key part of your research.

To log in to these databases, you need your OPEN ATHENS password. You need to COME INTO THE LEARNING CENTRE to fill in a form for this password. *It is important that you do this as soon as possible.* You will then be given your username and password **Please make a note of these!**

Once you have your OpenAthens password, go to

<http://intolearningcentre.co.uk/online-resources/> and click on the

OpenAthens logo



You will then have access to the following databases:

- **The Reviews (*was called Philip Allan Databases*)**

Online access to current and past copies of *Business Review*, Great way of keeping up-to-date with current marketing issues.

Details of how to use this database efficiently are available in a range of simple guides (***Simple guides 11-16***)

- **EBSCO Discovery**

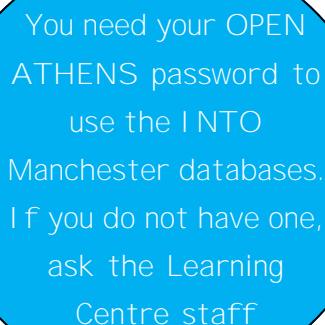
Provides a quick and easy way to search over 7,000 academic and business journals as well as electronic books. You can access the databases from INTO Manchester or at home. Good for politics, business research, marketing, management, accounting, finance and economics. Provides access to company information. Many of the journal articles you find will also have the full text with them for you to read.

The Learning Resource Centre has 2 detailed guides on how to use Ebsco Discovery. Please ask the staff.

- **Books**

Your teacher will recommend key texts that you should read as part of your studies: most of these should be available in the Learning Centre. To find both paper and electronic books you need to search using the Library Catalogue. The catalogue is available via the Learning Centre website at <https://intolearningcentre.co.uk/> The Library Catalogue gives you the “Dewey number” of the book. This will help you find it on the shelf as all books in the Learning Centre are organised in Dewey number order

The Dewey number for marketing is **658.8**
Details of how to use the catalogue efficiently are available in ***Guide 4 Finding a Book in the Learning Centre***



You need your OPEN ATHENS password to use the INTO Manchester databases. If you do not have one, ask the Learning Centre staff

- **Electronic/ E-Books**

Electronic books covering key topics in marketing are also available and you can use these both at INTO Manchester or at home. As well as searching for a full book, you can also search across **ALL** the pages in available books, all at the same time, for the topic you are interested in.

Electronic books are available via Ebook Central and Ebsco Discovery which you find at <http://intolearningcentre.co.uk/online-resources/> **To log in to the electronic books collections, you need your OPEN ATHENS password.**

There is a separate leaflet on how to use *E-Books* (Simple Guides 17/18)

• Use Moodle

Your tutors will have put valuable material on Moodle, the Virtual Learning Environment. **It is important that you log in and gain access to the relevant area of Moodle.**

This is available via the Learning Centre website at

<http://intolearningcentre.co.uk/> Select Moodle.

Useful Websites

The internet is full of information resources for you to use for your studies. However, it is **VERY** important that you use information from reputable sources only.


Anyone can (and many do!) set up a website just to fool people/ promote their own point of view, so you need to be careful about which sources you use.

As a minimum, when searching the web, you should be making use of search engines such as **Google Scholar** rather than Google itself so you know you will find some “scholarly”/ academic literature. Google Scholar is available at:

<http://scholar.google.co.uk/>

Subject Gateways

It is recommended that you make use of **Subject Gateways** that contain web resources that have been evaluated and quality checked by subject experts. Listed are some subject gateways you might find of use for your research:



Manchester Central Library (a free public library for all) has access to many online journals, via its *Access to Research* system. Ask staff for details!

- **CORE (COncecting REpositories)**

Free access to millions of open access research papers.

Website: <https://core.ac.uk/>

- **Digital Commons Network**

Brings together free, full-text scholarly articles from hundreds of universities and colleges worldwide. **Website:** <http://network.bepress.com/>

- **Directory of Open Access Journals**

Gives access to some very useful “peer reviewed” journals for you to use. This means that articles have been checked by fellow experts. Suitable for those carrying out in-depth research. **Website:** <http://www.doaj.org/>

- **JURN**

Finds content in over 4,000 FREE ‘open access’ ejournals in the arts and humanities. Provides a useful list of the journals included. **Website:** <http://www.jurn.org/>

Useful Websites: Current Affairs and News

- **BBC News**

Latest UK and World news from the BBC. **Website:** <http://www.bbc.co.uk/news/>

- **British Media Online** An interface to a wide range of major UK daily newspapers, local newspapers, media outlets and industry journals. **Website:** <http://www.wrx.zen.co.uk/britnews.htm>

- **Guardian Newspaper**

Online version of *The Guardian*, the British daily national newspaper. A limited archive of older items from the paper is also available. **Website:** <http://www.guardian.co.uk/>

- **Independent Newspaper**

Online version of *The Independent* newspaper, the British daily national newspaper. Has free access to archive of stories back to 1992. **Website:** <http://www.independent.co.uk/>

Useful Websites: Marketing and Advertising

- **Advertising Age**

Marketing and advertising news and analysis from the USA and the rest of the world. Information on the latest trends.

Website: <http://www.adage.com>

- **Campaign** Round-up of latest advertising news and information on advertising campaigns. Includes the former *Marketing* magazine.

Website: <http://www.campaignlive.co.uk/>

- **The Grocer**

Online version of current print edition plus round-up of latest trends in fast-moving consumer goods market.

Latest print copy is in the Learning Centre library. **Website:** <http://www.thegrocer.co.uk/>



- **Marketing Week**

Online version of current print edition plus round-up of latest digital marketing news and trends.

Latest print copy is in the Learning Centre library.

Website: <http://www.marketingweek.co.uk/>



Make use of other libraries such as Manchester Central Library or the University of Manchester library
Ask Learning Centre staff for details

Market Information

Market research information is a valuable source of knowledge on how a sector is performing both now and potentially in the future. Often it provides SWOT analysis (Strengths/ Weaknesses, Opportunities and Threats) for an industry.

- **MarketLine Company Profiles** (*previously known as Datamonitor*)

MarketLine is a business information company covering the automotive, consumer, energy, financial services, healthcare and technology sectors. Over 10,000 Company Profiles from *MarketLine* are available via **Ebsco Discovery**, searching under **Publication Search for Company Profiles**.

You can access Ebsco Discovery from INTO Manchester or at home. It is available via <http://intolearningcentre.co.uk/online-resources/> Then log in with your **Open Athens password**. **If you do not have a password, please ask the Learning Centre staff.**


- **IbisWorld**

Contains in depth and concise business intelligence for industries and business sectors across the globe. These reports are VERY expensive, but are available to **access online free of charge** via Manchester Central Library in the Business & Intellectual Property Centre on the 2nd floor.

You will have to join Manchester Central Library to use this online, but this is **free of charge**.

- **Mintel**

A collection of market research reports, news and other databases providing market, product and company information. These reports are VERY expensive, but are available to **access online free of charge** via Manchester Central Library in the Business & Intellectual Property Centre on the 2nd floor. You will have to join Manchester Central Library to use Mintel, but this is also **free of charge**. **Please ask Learning Centre staff for details on joining Manchester Central Library.**



Manchester Central
Library has some great
sources of marketing
information. Go there!