

Marketing: finding information



INTO

MANCHESTER

When you are doing your coursework at INTO Manchester, you should make use of **QUALITY** sources, rather than just using *Wikipedia*

This handout will help!

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

Learning Centre Guide 23

Website: <http://intolearningcentre.co.uk>

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Online Resources

The Learning Centre has special databases to help you find **QUALITY** material - these databases are **NOT** available freely via the web

To log in to these databases from home, you need your OPEN ATHENS username and password. You need to COME INTO THE LEARNING CENTRE to get these.

Once you have your OpenAthens details, go to

<http://intolearningcentre.co.uk/online-resources/>

click on the **OpenAthens logo and log in**



You can use the following databases from INTO Manchester or at home:

- **Business Review (*was called Philip Allan Databases*)**

Current copy in library, this gives online access to past copies of *Business Review*. Great for course work. Details on how to use in ***Simple guide 12***

- **European Newsstream**

Covers local and regional newspapers throughout Europe; includes *The Guardian*, *Independent*, *Times* and *Financial Times*. Great for up-to-date information. Details on how to use in ***Simple guide 25***

Newspapers are extremely useful for current information, setting the context for marketing trends of today

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

For more in-depth research; search over 7,000 academic and business journals and also find Company Profiles from *MarketLine*.

Use **Publication Search** for **Company Profiles**.

Details on how to use in **Guide 7a and 7b: using the Ebsco Databases**

- **Electronic/ E-Books**

Electronic books cover key topics in marketing- you can use these at INTO Manchester or at home.

Search for a full book or 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 via **Ebsco Discovery** There are separate leaflets on how to use **E-Books** (Simple Guides 17/18)



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

- **Issues Online**

Database on social issue; includes key statistics and also links to a range of e-books on social issues.

You need a separate password for *Issues Online*: **this is on the screen when you go into Ebsco Discovery** Details on how to use in **Simple guide 19**

Use Moodle

Your teachers will put valuable material on Moodle, the Virtual Learning Environment, also called MyINTO. **It is important that you log in and use Moodle (MyINTO).**

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. ***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 internet sources you use.***

Use 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/>

Useful Websites: Current Affairs and News

- **BBC News**

Latest UK and World news from the BBC.

Website: <http://www.bbc.co.uk/news/>

- **European Newsstream**

Covers local and regional newspapers throughout Europe; includes *The Guardian, Independent, Times* and *Financial Times*. Great for up-to-date information. Details on how to use in ***Simple guide 25***. Access with your **Open Athens** details – see page 2

Useful Websites: Marketing and Advertising

- **AdAge**

Marketing and advertising news and analysis from the USA and the rest of the world. Information on the latest trends. Can register for free to receive limited access per month.

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

- **Campaign**

Round-up of latest advertising news and information on advertising campaigns. Includes the former **Marketing** magazine. Need to register for free to receive limited access per month.

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

- **The Grocer**

Round-up of latest trends in fast-moving consumer goods market. Most material is behind a paywall with the odd news article free; can lead you to articles in the print version that we get in the Learning Centre library.

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

- **Marketing Week**

Round-up of latest marketing news and trends. Need to register for free access. **Website:** <http://www.marketingweek.co.uk/>

- **Business and Management Portal**

From the British Library, full text research reports, summaries, working papers and videos. Covers all aspects of marketing, advertising and public relations.

Website: <https://www.bl.uk/business-and-management/subjects/marketing>

Market Information

Market research information is a valuable source of knowledge on how a sector is performing both now and potentially in the future; try the following market research databases: -these are **available in Manchester Central Library, St. Peter's Square, Manchester**

- **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 **free of charge**.

Ask Learning Centre staff for details on joining Manchester Central Library.

Books

Your teacher will recommend key books that you should read as part of your studies: most of these should be available in the Learning Centre. To find books you need to search using the **Library Catalogue**.

The catalogue is on 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 library shelf as all books in the Learning Centre are organised in Dewey number order. The Dewey number for marketing is **658.8**

Details on how to use in ***Guide 4 Finding a Book in the Learning Centre***

Further Research

For more advanced research, use **Subject Gateways** that contain web resources that have been evaluated and quality checked by experts.

Try these:

Subject Gateways

- **CORE (COnnecting 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/>

**Manchester Central
Library has access to
many online journals,
via its *Access to
Research* system and
some great marketing
databases. Ask the
Learning Centre staff**

