**Marketing 301: Principles of Marketing  
Library Session One**

**Course Guide**

Use your course guide to directly access the best resources for your course, and to get answers to some of your questions about Marketing research and resources. Access the guide here:

<http://guides.libraries.psu.edu/mktg301hbg>

**Business Articles** (**Trade, Scholarly and Popular)**

Articles found in the business databases will fall into one of three categories: **scholarly**, **trade**, or **popular**. **Scholarly articles** are written by experts in the field; **Trade publications** are written by experts/specialists in the and focus on trends and news in a particular industry. **Popular** publications are written for a broad audience and focus on entertainment/infotainment.

**ABI/Inform (ProQuest):** Find resources from over 1000 business periodicals, including trade journals, business magazines, academic journals, and business news sources. Also has market and industry reports Contains the Wall Street Journal and Central Penn Business Journal.

**Business Source Premier (EBSCOhost):** Provides the full-text for more than 2,000 periodicals, including about 1,000 scholarly journals in all business disciplines and SWOT analyses. Contains Entrepreneur magazine.

**Company Information**

**Mergent Intellect:** Search for company and industry information by name, ticker symbol or NAICS/SIC codes. Access information on public and private companies. Also access company news, information on initial public offerings, and career and personal finance information.

**Industry Information**

**IBISWorld:** Access more than 700 full-text industry reports and more than 700 US industry risk rating reports. Find information on over 8000 Publicly-Traded Companies and hundreds of economic and demographic profiles.

**Consumer Information**

**Mintel:** Mintel Academic provides unique insights into customers, including social, cultural, economic and psychological influences; critical information about market share, market forecasting data and market environment awareness; and important trends relating to companies and brands.

**Group Project Part I Organizer**

**Franchise Name:**

**ticker Symbol:**

**Industry:**

**Industry Codes:**

**Where do I find…?**

SWOT Reports:

Competitors:

Brand Positioning:

**Competitors**

1.

2.

3.

**SWOT Brainstorm**

Strengths: Opportunities:

Weaknesses: Threats: