**Marketing 301: Principles of Marketing**

**Library Session Two**

**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>

**Location Resources**

**LoopNet.com:** Locate commercial properties in a defined area with square footage, specifications, costs and some ranking features like nearby transportation and foot traffic scores.

**PolicyMap:** Visualize locations that meet the criteria for your target consumers to select appropriate new locations. Use 3-layer maps to layer target demographics. Can also use quality of life indicators like distance to grocery stores and availability of community resources.

**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.

**IBISWorld:** Use market factors in industry reports to gain insight into consumer spending, consumer behaviors and preferences, and commodities costs that may impact your business

**Government Data**

**Bureau of Labor Statistics (BLS.gov):** Government resource with valuable data that gives insight into consumer habits including time use and spending. Important reports:

* **American Time Use Survey:** Measures the amount of time people spend doing various activities, such as paid work, childcare, volunteering, and socializing.
* **Consumer Expenditure Survey:** Provides data on expenditures, income, and demographic characteristics of consumers in the United States. The CE program provides these data.

**Census (Data.Census.Gov):** A basic data tool that can help you understand the demographics of a selected region.