

BAKER UNIVERSITY  
SCHOOL OF PROFESSIONAL AND GRADUATE STUDIES

MARKETING

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## Introduction

Pizzazz, eye catching, memorable—all of these advertising characteristics might be something to consider when creating a marketing plan but are they really what is driving a company to invest millions of dollars into an advertising campaign? What about building customer loyalty, launching a new product, or expanding market share, how do these factor into an overall plan?

To help you learn and understand what a company is trying to accomplish through its marketing strategies we have created this guide. This marketing resource guide is packed full of information that will provide insight into specific industries, companies, products, and brands. Let this guide serve as your road map to areas of information that are specific and unique to marketing. This guide will provide you with step-by-step directions on how to access the latest information about a specific company's marketing strategy, its market share, its product lines, its customers' demographics, media choices, how marketing research is incorporated into overall marketing planning, and other specific and general information.

To get started you will want to identify elements that you would like to learn more about. For example, if you would like to know how much of the market a particular company has, you may want to explore the sales of the certain product or brand, or research the company's entire product line. You could also compare this company's market share to its closest competitors in the industry. Additionally, understanding the demographics of the company's current customer base would be necessary before you could make recommendations on how to expand its product's reach. Other areas that this guide will help you with include:

- Advertising and Media
- How to successfully incorporate surveys, opinion polls, and public relation program into market campaigns
- The impact of trade associations and how to learn about an industry by attending trade shows
- The role of market research firms

The links in this guide are all live links, meaning that you can click on any link in this guide to be taken right to the site referenced. In some cases you might need to use an index to find an article or journal. If the guide notes, "**Business & Society** Through [ABI/Inform](#)," for example, the link will take you to the ABI/Inform website where you can search by publication or by topic; refer to <http://www.bakeru.edu/soe-current-students/resources/online-library-resources-a-tutorial>, and click on our Online Library Tutorial for more guidance.

One final thing to remember—be sure to have your library access information handy before you start on your journey.



## General Sources

### Handbooks, Dictionaries, and Yearbooks [General Sources](#)

Use this list to find a variety of print and electronic resources on marketing companies, market share, products, demographics, media, surveys, and other general marketing information.

## Rankings and Market Share

Some aspects of market share are easier to find than others. The resources in this list will help you find or narrow your sources to make the most out of your research.

### Business and Company ASAP Through [KCLibrary](#)

Follow these steps to find an interview in this database:

- Start with the company, industry, product, or brand
- Combine that term with keywords like:  
market share OR marketing OR ranking

### Business Source Premier Through [EBSCOhost](#)

Follow these steps to find an interview in this database:

- Start with the company, industry, product, or brand
- Combine that term with keywords like:  
market share OR marketing OR ranking

### ABI/Inform Through [KCLibrary](#)

Follow these steps to find an interview in this database:

- Start with the company, industry, product, or brand
- Combine that term with keywords like:  
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### Business and Company Resource Center Through [KCLibrary](#)

- Click on Companies
- In the company name or ticker symbol box, type in the company name.
- Click in the circle labeled: Ultimate Parent
- Click Search
- When your company's name comes up, click on it
- Click on the Rankings tab along the top



- Click on the Market Share sub tab that appears below the Rankings tab. Click on Companies in SIC etc to get a list of companies in the same business. The result will show companies listed by sales revenue.

**Ad Age Dataplace** <http://www.adage.com/dataplace/index.html>

Look for information on top 200 brands, interactive marketplace, circulation rankings, Ad Age Best, and 100 leading national advertisers. You can find, usually, at least two years' worth of data; sources are provided.

**TableBase** Through [KCLibrary](#)

Follow these steps to find an interview in this database:

- In the "words and phrases" box, type in the name of a product AND/OR:
- In the "company box", type in the name of the company
- Pull down the "concept term" menu, and choose "market share and /or market size"
- Click on the "AND" box

**U.S. Business Reporter** [http://www.activemedia-guide.com/mrksh\\_profile.htm](http://www.activemedia-guide.com/mrksh_profile.htm)

You can use this source to find information on market share as well as investment reports, retail statistics, economic analysis, company reports, and industry information.

## **Brands, Products, and Industries**

Find out more about specific brands and products, and use the industry research options to explore many aspects of each industry.

**Advertising Age** <http://www.adage.com/page.cms?pageId=598>

Follow this link to see a list of Advertising Age's Top 200 Brands. The companies are listed by the amount they spend on media advertising in the U.S.

**Business and Company Resource Center** Through [KCLibrary](#)

Use this site to look up information by company name, product, or industry.

**Current Industrial Reports** <http://www.census.gov/cir/www/>

This century-old system reports on industry activity on a monthly, quarterly, and annual basis. Marketers often use the information and manufacturing analyses to forecast a variety of industry activities.



**Trade Development** <http://www.trade.gov/td>

You can use this site to track government-collected information on a number of sectors. From trade statistics to updates, this site offers many different information sources.

**Office of Trade and Economic Analysis** <http://www.trade.gov/tradestats>

Much like the Trade Development site above, this government site collects industry and market data, but it focuses on international as well as domestic information.

## Advertising Media

Search through sources on analysis of advertising campaigns to lists of marketing initiatives through this list or resources.

**Advertising Age** <http://www.adage.com/datacenter.cms>

One of the top trade papers for the industry, Advertising Age offers a weekly publication of who, what, where, when, and why for marketers. They compile annual lists of Leading Media Companies, Top Brands, and Hot Markets.

**Advertising World** <http://advertising.utexas.edu/world>

This list comes from the Department of Advertising at the University of Texas, and it covers more than thirty different subject areas. You can surf through their near-exhaustive list of links; the site undergoes regular updating.

## Surveys, Opinion Polls, and Public Relations

At this point, the American public has been polled and surveyed on any number of issues. You can search through data by poll topics, who conducted the survey, sample size, and methodology.

**Pew Research Center** <http://people-press.org/>

An incredible resource for any number of surveys of the American public, the Pew Research Center sets the standard for opinion polls.

**Princeton Survey Research Center** [Princeton Survey Research Center"](http://www.princeton.edu/~srms/)

Another public survey center, Princeton gathers information on social issues, consumer habits, and policy decisions.

**Survey Research Methods** <http://www.amstat.org/sections/srms/>

This site offers an in-depth look at how to create surveys, how surveys succeed, and how to tally survey results. If you need information on the basics of survey research, this is the site to check.

### Marketing



## Demographics

In order to create an effective marketing campaign, marketers need to know who they are trying to reach. Often Consumer Profiles and Consumer Preferences are available through clearing-houses that charge hefty amounts for their data. At the same time, the resources available through this link can help you create a wide-ranging demographics search.

**American Demographics** Through [Academic Search Premier](#)

This monthly magazine analyzes consumer-market trends and events. You can read full-text versions of the magazine through Academic Search Premier as well as other sites.

**Census Homepage** <http://www.census.gov/>

You can find official Census Bureau statistics on this site.

**American Factfinder** <http://factfinder.census.gov/servlet/BasicFactsServlet>

Drawing from census data, this site can help narrow searches. There are other features available, including mapping and charting functions.

**County and City Databook** <http://www.census.gov/statab/www/ccdb.html>

A regional and local-focused data set, this page allows you to look for information on specific locales. Again, the data here comes from the census.

**County Business Patterns** <http://www.census.gov/epcd/cbp/view/cbpview.html>

More data from the census, these patterns can be helpful in identifying market trends, advertising effectiveness, sales numbers, and competitive trends. You can examine payroll amounts, employment numbers, and other business statistics.

**Dismal Scientist** <http://www.dismal.com/>

While this site requires a subscription for long-term service, you can use the free 14-day trial to search for marketing and economic data based on zip code.

**EASI Quick Reports and Analysis** <http://www.easidemographics.com/>

While the information on this site is free, it's based on the 1990 Census.

**Consumer Expenditure Survey** <http://www.bls.gov/cex>

Another government site, this one allows you to explore a number of consumer numbers. Examine buying habits, income, and consumer characteristics.



## Trade Associations

Researching Trade Associations can give you up-to-date information on how industries are reacting to current trends.

**American Society of Association Executives**      <http://www.asaecenter.org/>

A society focused on trade associations, this group can help you get a sense of what associations are out there.

**Business and Company Resource Center**      Through [KCLibrary](#)

This set of resources includes almost all of the information marketers and soon-to-be marketers could want. You can search trade associations by publications, conventions, budget, staff, address, membership, and more.

**American Association of Advertising Agencies**      <http://www.aaaa.org/eweb>

The place to be for Advertising Agencies, AAAA offers a wide-range of services and topic information, from best practices to marketing plans, from questionnaires to pursuing new business.

**Kansas City AAAA**      <http://www.kcaaaa.org/index.asp>

Follow this link to find Kansas City's AAAA chapter.

## Trade Shows

If you can find the time to go to industry trade shows, all the better, but often you can receive material from them even if you don't go.

**Lexis-Nexis Searching**      Through [Lexis-Nexis](#)

Follow these steps to find trade shows in this database:

- From the tabs on the top, select Sources
- From #3, select the file named Industries and Markets
- From #3, select the file named Business Opportunities

## Market Research Firms

While most firms require a substantial sum to provide market research, you can find older source material and secondary reference sources through the library and through searches.

**Green Book**      <http://www.greenbook.org/>

This directory offers you a world-wide selection of marketing research firms. The information is searchable in any of a dozen or so ways.