Library Resources for Marketing 335

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Go to the Marketing 335 Course page [http://libguides.lib.miamioh.edu/mkt335](http://libguides.lib.miamioh.edu/mkt335) for links to the Library Databases and Videos on how to use them. The MKT 335 Course page is also linked on the Marketing page under Subject & Course Guides on the Library Homepage [http://www.lib.miamioh.edu/](http://www.lib.miamioh.edu/).

INDUSTRY DATA SOURCES

IbisWorld

*IbisWorld* is a source for in-depth, full-text US industrial market research reports. It contains over 700 reports covering large US industries like hotels, grocery stores, steel manufacturing and almost 600 reports covering smaller more specialized areas such as peer-to-peer lending, personal watercraft manufacturing, and online shoe sales. To access it, go to the Databases A-Z page on the Library's Homepage ([http://www.lib.miamioh.edu/databases/](http://www.lib.miamioh.edu/databases/)) and click on I to find *IbisWorld*, or go to the Industry section of my Marketing 335 page ([http://libguides.lib.miamioh.edu/mkt335](http://libguides.lib.miamioh.edu/mkt335)).

- *IbisWorld* can be searched by **Industry keyword** (i.e. Logistics, Soft Drinks, Software, etc.) or by NAICS codes.

- Reports are usually **updated** multiple times per year, so they are very **current**.

- Click on the **PDF link** (round icon on the left, at the top of the screen) to get the full report.

- Report contents include **market characteristics, market size, growth rates, segmentation, key competitors, industry performance,** and **outlook forecasts**.

Marketline

*Marketline* consists of over 3,100 full-text market research industry reports for the US and internationally. To access it, go to the Databases A-Z page on the Library's Homepage ([http://www.lib.miamioh.edu/databases/](http://www.lib.miamioh.edu/databases/)) and click on M to find *Marketline*, or go to the Industry section of my Marketing 335 page ([http://libguides.lib.miamioh.edu/mkt335](http://libguides.lib.miamioh.edu/mkt335)).

- To locate an **industry report**, type in an **industry keyword** (i.e. automotive, retailing, construction, etc.) in the search box. Use the **pull-down option** to the right of the search box to limit to **industries**.
If you don’t see your industry in the list of results, try using the limiters on the right side of the screen to narrow your search. For instance, limit to North America to find US industries.

Once you find the correct report, click on the link and then click on the PDF link at the top of the next screen to get the entire report.

Industry reports include information such as market definition, market value and segmentation, five forces analysis (buyer power, supplier power, new entrants, substitutes, and rivalry), information on the leading companies in the industry, and market forecasts.

OneSource
OneSource is a comprehensive business database, providing US and international industry information. To access it, go to the Databases A-Z page on the Library's Homepage (http://www.lib.miamioh.edu/databases/) and click on O to find OneSource, or go to the Industry section of my Marketing 335 page (http://libguides.lib.miamioh.edu/mkt335).

To get started with OneSource, choose either the Global Business Browser or North America Business Browser.

To look for industry information, type an industry keyword (such as hotels or cereal or real estate) into the industry keyword box on the right side of the screen. If you are looking for a phrase, put it in “quotes”.

Once you find your industry, click on it to see the reports.

At the bottom of the Industry reports sections, on the right side of the screen, click on the link View All Market Research Reports. On the next screen go to the top right and limit by Country, to see just US industry reports. Depending on your industry there may be a variety of reports available or just one or two.

Go back to the main Industry page by clicking on Industry Summary in the left-hand toolbar.

Further down on the main page for your industry, you can also create lists of the major companies in the industry or see the geographic segmentation of the industry.

Click on the icons on the upper right side of the screen to export to Excel or create a PDF to print out or download.

COMPANY DATA SOURCES

OneSource
OneSource is a comprehensive business database, providing US and international company information. To access it, go to the Databases A-Z page on the Library's Homepage (http://www.lib.miamioh.edu/databases/) and click on O to find OneSource, or go to the Company section of my Marketing 335 page (http://libguides.lib.miamioh.edu/mkt335).
To get started with OneSource, choose either the **Global Business Browser** or **North America Business Browser**.

To look for company information, type your **company name or ticker symbol** into the **Company keyword box**.

Once you find your company, **click** on it to see the data.

Use the **left-hand toolbar** to find **various reports and financial data**, including Strategic Initiatives, SWOT Reports, Credit Report, Ratio Analysis, SEC Filings, and Stock Reports.

Click on the **icons on the upper right side of the screen** to export to Excel or create a **PDF** to print out or download.

**Marketline**

Marketline also has over **30,000 company reports** (both for US and international companies). To access it, go to the **Databases A-Z page** on the Library's Homepage ([http://www.lib.miamioh.edu/databases/](http://www.lib.miamioh.edu/databases/)) and click on **M** to find **Marketline**, or go to the Company section of my Marketing 335 page ([http://libguides.lib.miamioh.edu/mkt335](http://libguides.lib.miamioh.edu/mkt335)).

- To locate a **company report**, type in your **company name** in the search box. Use the **pull-down option** to the right of the search box to limit to **companies**.

- If you’re looking for a **US company**, use the **Geography** limiter on the right side of the **Results screen** to first limit to **North America** and then to the **United States**.

- If you don’t see your **company**, **limit by industry**, also on the **right side** of the **Results screen**.

- Once you find the correct report, **click on the link** and then click on the **PDF link** at the top of the next screen to get the **entire report**.

- **Company** reports usually include **Company History, SWOT Analyses, Revenue Analysis, Key Employees, Competitors, Locations/Subsidiaries**, etc.

**CONSUMER-FOCUSED DATA SOURCES**

**Mediamark** (also known as MRI+)

This database has information on **who buys products and services** in the US. It also includes information on the **demographics** of the respondents and their exposure to different **media**. To access it, go to the **Databases A-Z page** on the Library’s Homepage ([http://www.lib.miamioh.edu/databases/](http://www.lib.miamioh.edu/databases/)) and click on **M** for **Mediamark**, or go to the Consumer section of my **Marketing 335 page** ([http://libguides.lib.miamioh.edu/mkt335](http://libguides.lib.miamioh.edu/mkt335)).
Logging into Mediamark

To access the Mediamark database, on a PC you must use either Chrome, Firefox, or Internet Explorer (IE) as your Browser, on an Apple you MUST use Firefox. Currently Mediamark will NOT work with Chrome or Safari on an Apple. You also need an account. You can create your own account or use mine. If you register for your own account, use your miamioh.edu email account, which is how it verifies that you are affiliated with Miami. It will send your registration information to that email account.

To use MY ACCOUNT, enter my email address hurstsj@miamioh.edu and the password (hurstsj) on the Mediamark Login page. Use your OWN UniqueID and Password when you first click on the link to Mediamark from the Library databases or marketing page though. ONLY use MY information on the page where it asks for an email address.

Once you are in the system, click on the link to MEDIAMARK REPORTER at the top right corner of the screen and then double-click on the most current Product category (e.g. Fall 2013 Product).

This will bring up a list of over 20 product categories ranging from automobiles to apparel to food to household products. Select a category by clicking on it or search by keyword. Keyword searching is especially useful if you are looking for a specific brand name product (e.g. Pringles) or a type of activity (e.g. camping).

Main MRI Report

The main MRI Reporter window should now be on your screen. It has three areas that you can modify. One is a list of all the products within the Category you chose (e.g. Apparel). There is also a Base option which may give you the option of looking just at men or women consumers individually, depending on the product you chose. Lastly, there is the Target, which lists usage levels, types of items, and/or individual brands within the product category you chose. Whenever you select an item from any of these areas, it will automatically recalculate the right-hand table of data. This data shows usage patterns for consumers of various ages, education levels, races, income levels, and other demographic criteria.

The main report also looks at variables such as media exposure to newspapers, magazines, television, radio and the internet. These are done based on overall exposure to these media, so as an example, for newspapers consumers are divided into quintiles where the one-fifth of consumers with the Highest newspaper readership is in Quintile 1 and the one-fifth with the Lowest newspaper readership is in Quintile 5. The data is also given based on exposure to specific media outlets including cable channels, specific magazine and newspaper titles, a few internet portals, and television and radio formats such as jazz, rock, police dramas, game shows, etc.

An Asterisk to the left of any row of data indicates a small sample size for that particular population, so that row of data is not statistically significant and should NOT be considered. The rest of the data in the table is valid, just ignore ALL data in Rows with Asterisks (*).
### How to Read a Report

**Report for Men who have purchased Nike shoes in the last 12 months.**

**Total '000 Column:** Total number of people in the US, by thousands. Mediamark estimates there are 14,448,000 men between the ages of 18-24 in the US.

**Proj '000 Column:** The projected number of people that fit both of your criteria, by thousands. Mediamark estimates that 4,366,000 men between the ages of 18-24 purchased Nike shoes in the last 12 months.

**Pct Across Column:** The percent calculated by dividing the Proj '000 value in the row by the Total '000 value in the base column = 4,366/14,448=30.2%. What this MEANs is that 30.2% of men between the ages 18-24 have purchased Nike shoes in the last 12 months.

**Pct Down Column:** The percent calculated by dividing the Proj '000 value in the row by the Proj '000 value in the base row = 4,366/20,727=21.1%. What this MEANS is that 21.1% of ALL men purchasing Nike shoes in the last 12 months have been between the ages of 18-24.

<table>
<thead>
<tr>
<th>Index</th>
<th>Total '000</th>
<th>Proj '000</th>
<th>Pct Across</th>
<th>Pct Down</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>108,031</td>
<td>20,727</td>
<td>19.2</td>
<td>100.0</td>
</tr>
<tr>
<td>Educ: graduated college plus</td>
<td>28,670</td>
<td>5,168</td>
<td>18.0</td>
<td>24.9</td>
</tr>
<tr>
<td>Educ: attended college</td>
<td>27,664</td>
<td>5,890</td>
<td>21.3</td>
<td>28.4</td>
</tr>
<tr>
<td>Educ: graduated high school</td>
<td>34,229</td>
<td>6,424</td>
<td>18.8</td>
<td>31.0</td>
</tr>
<tr>
<td>Educ: did not graduate HS</td>
<td>17,469</td>
<td>3,245</td>
<td>18.6</td>
<td>15.7</td>
</tr>
<tr>
<td>Educ: post graduate</td>
<td>9,787</td>
<td>1,467</td>
<td>15.0</td>
<td>7.1</td>
</tr>
<tr>
<td>Educ: no college</td>
<td>51,697</td>
<td>9,569</td>
<td>18.7</td>
<td>40.6</td>
</tr>
<tr>
<td>Age 18-24</td>
<td>14,448</td>
<td>4,366</td>
<td>30.2</td>
<td>21.1</td>
</tr>
<tr>
<td>Age 25-34</td>
<td>30,000</td>
<td>5,160</td>
<td>27.9</td>
<td>24.4</td>
</tr>
<tr>
<td>Age 35-44</td>
<td>21,218</td>
<td>4,881</td>
<td>23.0</td>
<td>23.5</td>
</tr>
<tr>
<td>Age 45-54</td>
<td>21,324</td>
<td>3,654</td>
<td>17.1</td>
<td>17.6</td>
</tr>
<tr>
<td>Age 55-64</td>
<td>15,502</td>
<td>1,733</td>
<td>11.2</td>
<td>8.4</td>
</tr>
<tr>
<td>Age 65+</td>
<td>15,479</td>
<td>624</td>
<td>4.0</td>
<td>3.0</td>
</tr>
<tr>
<td>Adults 18-34</td>
<td>34,507</td>
<td>9,835</td>
<td>28.6</td>
<td>47.5</td>
</tr>
<tr>
<td>Adults 18-49</td>
<td>66,845</td>
<td>16,729</td>
<td>25.0</td>
<td>80.7</td>
</tr>
<tr>
<td>Adults 25-54</td>
<td>62,602</td>
<td>14,004</td>
<td>22.4</td>
<td>67.6</td>
</tr>
</tbody>
</table>

Mediamark estimates there are 14,448,000 men between the ages of 18-24 in the US.

Mediamark estimates that 4,366,000 men between the ages of 18-24 purchased Nike shoes in the last 12 months.

What this MEANs is that 30.2% of men between the ages 18-24 have purchased Nike shoes in the last 12 months.

What this MEANS is that 21.1% of ALL men purchasing Nike shoes in the last 12 months have been between the ages of 18-24.
Index Column: The percent calculated by dividing the Pct Across in the row by the Pct Across in the base row (30.2/19.2 = 158). The index for an average consumer is always 100.

If the INDEX NUMBER is above 100, your group is more likely to do something than the average consumer. If it is below 100, they are less likely to do something than the average consumer.

You ALWAYS SUBTRACT 100 from the index #, so if the index is 158 that means men between the ages of 18-24 are 58% (158-100) more likely than the average consumer to have purchased Nike shoes in the last 12 months.

Sorting, Downloading, Printing

The data can be sorted by any of the columns by simply clicking on the title of the column you wish to sort by (e.g. Index). To re-sort the data in the original fashion, click on the word Stub on the left side of the columns of data (over the word “Total”).

If all the data does not appear to be present in the table, click on the Options button under the target box on the left side of the screen and select “All Media & Demos” at the top of the box on the left side of the screen and click on Add and then click on Modify.

The data can also be printed out or saved to an Excel spreadsheet. Click on Spreadsheet to download to Excel. Make sure to note the name of the file and location where the file is saved. A full printed report is approximately 12 pages.

Summary Report – Market Share

You may also want to look at the Summary Report which is linked at the top of the screen (View Summary). You will need to find your product again in the list of items. The Summary Report is a single table of market share data for specific brands within the category you selected. It also gives information about light, medium, and heavy users of the product. There is a button to print a copy of the summary report at the bottom of the screen.

SimplyMap

SimplyMap allows you to create tables and maps based on a wide variety of marketing and demographic data. To access it, go to the Databases A-Z page on the Library's Homepage (http://www.lib.miamioh.edu/databases/) and click on S for Simply Map, or go to the Consumer section of my Marketing 335 page (http://libguides.lib.miamioh.edu/mkt335).

- If you don’t want to create an account, just click on the login as a guest link (below the Create an account button).

- You can use the Wizard tool to walk you through creating a map or report, or just click on the type of information you want to create in the top toolbar.

- If you want to look at all the cities or counties in a state comparing multiple variables, choose a Location Report (under Tabular reports). If you want to rank states or cities based on a single
variable, choose a ranking report. In a Ranking report go to the top right part of the screen and choose to view 250 rows at a time to include all cities or counties in a state.

- For psychographic data, use the Life Stages and Claritas PRIZM variables, for demographic information, use the Census variables.

- In variables where you can choose between a # and a %, choose the %, so you can more accurately compare the data across different locations.

- Close out the screens using the X at the right corner of the variable window to see the map or table behind it.

- Use the Actions Icon at the far right upper side of the screen to download or email your tables or maps.

- A quick reference guide is at http://tinyurl.com/SMRefGuide or click on the Help Link at the top right part of the screen for short videos on creating maps and reports.

Global Market Information Database (GMID)
GMID contains more than 4,500 US and international full-text market research reports, offering in-depth strategic analysis for consumer, industrial, and service sectors. It also has statistics on consumer market size data for over 300 product categories across 52 countries. To access it, go to the Databases A-Z page on the Library's Homepage (http://www.lib.miamioh.edu/databases/) and click on G for Global Market Information Database, or go to the Consumer section of my Marketing 335 page (http://libguides.lib.miamioh.edu/mkt335).

- You can use the search box at the top right side of the screen and search on a term like toothpaste or fast food and then limit by country using the Geography Box in the left-hand tool bar once the list of reports comes up. If you are looking for data on the US, choose the United States as the country, NOT North America.

- To look at reports concerning consumer behavior or psychographics, click on Countries and Consumers in the Black toolbar at the top of the page. From there choose Consumer Trends & Lifestyles. On the next screen, choose a category from the Blue Search Tree box and then choose USA on the next screen under geographies (NOT North America).

- Once you get a list of results, if you’re looking at statistics pages, use the icons on the far left side of the table to change the data or to link to the related analysis report. Click on the bar graph icon on the left side of the table to create a chart from the data.

- When you are in a report, see if there are useful related reports listed at the left in the More Results box. On the right side of the report there will be boxes for Industry Reports, Articles, and More Related Items. Look through these boxes as well to find additional useful information.
There is no email function in GMID, but you can convert the report to either a word document or a PDF and download it. Use the icons on the top right side of the screen.

LITERATURE REVIEW

Business Source Complete
This is an excellent source for full-text journal articles. It indexes over 10,000 journal titles, with approximately 80% available as full-text. It includes both scholarly business journals such as “Harvard Business Review” and also popular titles such as “Business Week” and “Fortune” and trade journals. You can also link to full-text articles in The Wall Street Journal. To access it, go to the Databases A-Z page on the Library's Homepage (http://www.lib.miamioh.edu/databases/) and click on B for Business Source Complete Database, or go to the literature review section of my Marketing 335 page (http://libguides.lib.miamioh.edu/mkt335).

- Use the word “or” to search on several related terms at once (i.e. marketing or advertising or promotion). Look at the suggested subject terms on the left side of the screen for terms to add to your search.
- Use the pull-down menu to narrow your search to a subject term, company entity, etc.
- Use an * as a truncation symbol (i.e. market* finds marketed, marketer, marketing, etc.)
- Use the Source Types on the left side of the Screen to limit to Trade Journals, etc.
- Change the sort at the top of the Results list screen from Relevance to Date Descending to see the newest articles at the top of the list.
- Articles that are available as HTML or PDF full-text can be emailed. If the article does NOT say HTML or PDF, click on the “Find It” button on the left side of the screen. They are often available online through another database or at the library in print.
- Ebsco can also provide citation help. Once you select an article, click on the Cite icon on the right side of the screen to get citation information for that specific article in many citation styles. You can also have citation information sent to you when you email an article to yourself. Once you click on the email icon, look on the right side of the screen. Click on the button for Citation Format and choose the citation style you will be using.

CITING SOURCES

Last but not least, remember to CITE your sources. Go to the MKT 335 Course Page http://libguides.lib.miamioh.edu/mkt335 and click on the Citing Sources tab at the top of the
screen for information on citing specific business databases, such as Marketline, GMID, Mediamark, etc.

Questions - Contact Susan Hurst, hurstsj@miamioh.edu (513-529-4144) 219A Laws Hall