

Marketing and Media Research

<http://www.lib.ku.edu/>

(Databases available from the KU Libraries under **Research by Subject > Business**)

Business & Company Resource Center

❖ **Browsing Industry Information**

- Click on **Industry** icon
- Search for Industry Description by keyword, or browse NAICS codes
- **Important Tabs to explore (if available for your industry):**
 - Industry Overview (subtabs Overviews and Market Research)



- Rankings (subtabs Business Rankings and Market Share)



- Associations
- Company Profile

❖ **Browsing/Searching for Articles**

- **To browse the Subject Guide**, click Articles icon, then enter search term and click Search button:
- Drill down within a Subject—Narrowing by Subdivision is particularly useful:



❖ **Searching for information on a specific company**

- Click on **Company** icon and type in company name, e.g., Kellogg
- Note all of the **Important Tabs** to explore. Notice the **Articles about this Company** box on the left
- Click the **Financial Tab**. **Note:** The "Compare to Major Competitors" checkbox. To find the **SEC filing (10K)**, click on Financials Dashboard, SEC Filings, 10K Annual Reporting.

ABI/INFORM

- ❖ Switch to the Advanced Search
- ❖ To browse the Subject Terms, select Subject in the dropdown menu, then click Browse subjects link
- ❖ Type a term in the popup window field, and click find term—browse the subject terms and add relevant ones to your search:

Databases selected: ABI/INFORM Dateline, ABI/INFORM Global, ABI/INFORM Trade & Industry

Advanced Search

Tools: [Search Tips](#) [Browse Topics](#)

<input type="text" value="target markets"/>	<input type="text" value="cereal"/>	<input type="text" value="Citation and abstract"/>
AND		<input type="text" value="Citation and abstract"/>
AND		<input type="text" value="Citation and abstract"/>

[Add a row](#) | [Remove a row](#)

- ❖ Once you've performed a search, pay close attention to the "Suggested Topics" that appear with your results—you may wish to revise your search using a Suggested Topic:

Databases selected: ABI/INFORM Dateline, ABI/INFORM Global, ABI/INFORM Trade & Industry

Results

— powered by ProQuest® Smart Search

Suggested Topics [About](#)

Target markets AND Cereals	Target markets AND Advertising campaigns
Target markets	Target markets AND Children & youth
Target markets AND Market strategy	Target markets AND Women
Target markets AND Product introduction	Target markets AND Software industry

< Previous | Next >

135 documents found for: ("target markets") AND (cereal*) » [Refine Search](#) | [Set Up Alert](#) | [Create RSS Feed](#)

All sources: [Scholarly Journals](#) [Magazines](#) [Trade Publications](#) [Newspapers](#)

Mark all 0 marked items: [Email](#) / [Cite](#) / [Export](#) [Show only full text](#)

- [Amish Naturals Teams Up With Health Guru Amy Hendel to Launch New Hi-Fiber Initiative](#)
Anonymous. **Business Wire**. New York: Mar 4, 2008.
[Abstract](#) | [Full text](#)
- [Tindall to tackle muesli sales to the male market](#)
Andrew Watts. **Farmers Weekly**. Sutton: Jun 29, 2007. Vol. 146, Iss. 26; p. 24 (1 page)
[Abstract](#) | [Full text](#) | [Full Text - PDF](#) (122K)

Factiva—Search (*Only 6 users at a time can use Factiva—please **logout** when finished.)

The screenshot shows the Factiva Search Builder interface. The search query is "Cereal* and (marketing or adverts*)". The date filter is set to "In the last 2 years". The "Duplicate Articles" section is set to "New!". The "Select Sources and Factiva Intelligent Indexing" section is expanded, showing a list of filters: Source (All Sources), Company (All Companies), Subject (Marketing or Performance or Research/Development or Plans/Strategy), Industry (Breakfast Cereals), Region (All Regions), Language (English), and Look up. The "Exclude" section is checked for "Republished news", "Recurring pricing and market data", and "Obituaries, sports, calendars...". The "Sort results by" is set to "Relevance".

Annotations include:

- ❖ Use truncation, nesting, Boolean and/or proximity operators for more effective searching
- ❖ Click on Examples link for search tips
- *Drill down w/in these to weed out tangential sources
- Exclude these, and sort by Relevance, but note date of info

*Drilling down—click + to see, - to hide, and ⓘ for more info about subcategories.

Factiva—Companies/Markets

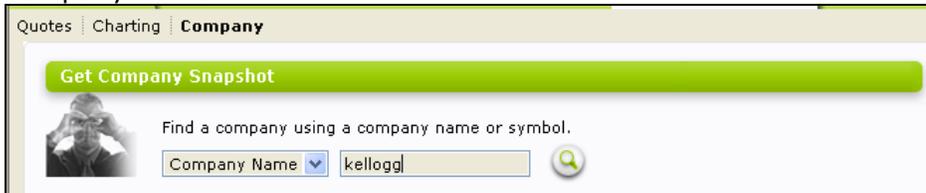
❖ Click Companies/Markets tab:



❖ Click Company search:



❖ Type in company name:



❖ **Company Snapshot—**

- General Info: NAICS industry classification, key execs and financials
- News Briefs: Latest news, trade articles
- Peer Group: competitor info

Business Source Premier

Allows me to search by Company Profile, Country Report, Industry Profile and Market Research.

- ❖ Switch to the Advanced Search
- ❖ Click on **SWOT Analyses** (Strengths, Weaknesses, Opportunities, Threats) in the box on the right side

The screenshot shows the Business Source Premier search interface. At the top, there's a logo and navigation links like 'Home', 'Folder', 'Preferences', 'Help', 'Exit', and 'Language'. Below that, there are tabs for 'Basic Search', 'Advanced Search', and 'Visual Search'. The main search area has a 'Find:' field followed by three 'in' dropdown menus, each with 'Select a Field (optional)' as a placeholder. There are 'and' dropdowns between the fields and an 'Add Row' button. Below this is an 'In: Additional Databases' dropdown and a '(Searching: Business Source Premier)' status. There are 'Search', 'Clear', and 'Search Tips' buttons. A 'Limit results to:' section is below, with a 'Reset' button. It contains several filter categories: 'Full Text', 'Scholarly (Peer Reviewed) Journals', 'References Available', 'Published Date from' (with month and year dropdowns), and 'Document Type' (with a list of document types like Article, Biography, Book Review, etc.). On the right, there's a 'Browse' sidebar with a list of links: Subjects, Authors, Cited References, Indexes, Publications, Academic Journals, Books/Monographs, Company Profiles, Country Reports, Industry Profiles, Magazines, Market Research Reports, SWOT Analyses, Trade Journals, and Working Papers. A red arrow points to the 'SWOT Analyses' link.

This can be searched either by **Industry** (Breakfast Cereal Manufacturing) or by **Company** (Kellogg).

Searching the Web

- ❖ Looking for demographics
 - **2008 Statistical Abstract** (<http://www.census.gov/compendia/statab/>)—great place to find summary statistics collected by the US Census Bureau, and look at the Source listed for a table of interest to perhaps dig deeper
- ❖ Looking for industry information
 - US Economic Census Industry Series (<http://www.census.gov/econ/census02/>)

U.S. Census Bureau

Economic Census

The Economic Census profiles American business every 5 years, from the national to the local level.

2007 Economic Census forms were sent to more than 4 million businesses in December 2007, asking for information about business activity during calendar 2007. The forms were due back February 12, 2008. Follow-up is currently underway with businesses from which forms have not been received. Results will be published during 2009 and 2010. For more information on the 2007 Economic Census, see business.census.gov.

2002 Reports by Series :

- [Geographic Area Series](#): State reports include metro area, county and city data.
- [Industry Series](#): Mostly superseded by later reports.
- [Subject Series](#)
- [Comparative Statistics](#): 2002 and 1997

Industry Statistics Sampler

311230

(includes state ranking and samples or links to all census and survey sources for an industry)

Find out more about the 2007 Economic Census!
business.census.gov

- ❖ Look at professional association websites
 - May be listed in Business & Company Resource Center under Associations tab
 - Try searching using a Google Advanced Search and limiting to .org sites

A Print Source for Industry Information

- ❖ *Standard & Poor's Industry Surveys* (Anschutz Library—Reference, HC106.6 .S74)
- ❖ *Market Share Reporter* (Anschutz Library – Reference, HF5410.M35)

Some possible keywords/keyword combinations...

- ❖ "target markets" or "market segment*" or "niche marketing" or demographics or psychographics
- ❖ revenue or profit or sales
- ❖ "market shares" or "market segment*"
- ❖ "consumer behavior" or "consumer attitudes" or "consumer spending" or "consumer expenditures"
- ❖ advertis* or marketing or "market strateg*" or "public relations" or "sales promotions"
- ❖ "sales forecasting" or "market potential" or future or "market analysis" or trends
- ❖ "statistical data"

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