Marketing Plan Research

In the library databases, you’ll find full-text articles in periodicals and reference books. GRCC licenses over 100 databases and they are all accessible from your own computer by logging in, when prompted, with your last name and Raider # without the W.

Try Google to search for trends. To do this search the name of your industry and the word "trends". For example type in: smartphones industry trends.

To Get Started:
Go to the library homepage: grcc.edu/library
Choose Subject Guides, then Business. In the column titled Business Databases you can use the databases listed to find articles, reports, etc. Some of the best databases for Market Research includes:

- Business Source Elite: Mostly full text including substantial company profiles
- Business Abstracts with Full Text: Full text articles from business magazines and journals.
- Business Insights: Global: Company and industry reports, including company comparisons.
- General Business File ASAP: General database with full-text news articles.
- Demographics Now: Comprehensive business and demographic information.
- Business Decision: Research consumer market data, demographic data

1. Try Business Source Elite to find articles on your topic. After entering your search terms, click on the boxes to limit to Full-Text. View your results. Look in the left column Subject to see additional and related subject terms. Once you find an article, click on the “Cite” button on the right side of the screen to create an APA citation.

Title of article: __________________________________________________
Author/editor of article: _____________________________________________
Title of publication/Source: _________________________________________
Volume #: ______ Issue #: (if any) ______ Date: ________________

2. Try Business Source Elite to locate a company profile. Click on the 'Company Profiles' tab at the top of the page. Use the search box to search for a specific company or browse the A-Z list.

3. Try General Business File ASAP to find articles on this topic. After entering your search terms, you can view your results. Great database for finding articles on specific products and services.

Title of article: __________________________________________________
Author/editor of article: _____________________________________________
Title of publication/Source: _________________________________________
Volume #: ______ Issue #: (if any) ______ Date: ________________
4. Go back to the [Business Marketing] Choose [Business Insights: Global] to create a comparison chart of two companies choose [Comparison Charts] [Companies]
   a. Choose two companies
   b. Chart their Revenue
   c. Email it to yourself

5. Use Google Advanced Search to find a website appropriate for use in a college class.
   • Perform a search in Google for the same topic used in #3.
   • From your list of results, click on the wheel in the upper right corner, and choose [Advanced Search]. You can also go directly to Google Advanced Search: http://www.google.com/advanced_search
   • Now narrow your results by site or domain: .org, .edu or .gov
   • From the list of narrowed results, select an interesting webpage appropriate for use in a college class.

Webpage Title: ______________________________________
Who owns this website? _______________________________
Website Address (URL): ________________________________