# Marketing

## Find Articles

*Online resources are available on campus and remotely with a UMSL SSO ID and password.*

<table>
<thead>
<tr>
<th>Resource</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Summon</strong></td>
<td>A Google-like search engine that indexes most of our print and online resources.</td>
</tr>
<tr>
<td><strong>ABI/Inform</strong></td>
<td>Includes <em>Wall Street Journal</em> from 1984 to present.</td>
</tr>
<tr>
<td><strong>Academic Search Complete</strong></td>
<td>Multidisciplinary, scholarly articles.</td>
</tr>
<tr>
<td><strong>American Business Journals</strong></td>
<td>Freely available online. Includes the <em>St. Louis Business Journal</em>.</td>
</tr>
<tr>
<td><strong>Business Insights: Essentials</strong></td>
<td>Articles, company profiles.</td>
</tr>
<tr>
<td><strong>Business Source Premier</strong></td>
<td>Full text for scholarly business journals.</td>
</tr>
<tr>
<td><strong>Lexis-Nexis Academic™</strong></td>
<td>National and International newspapers.</td>
</tr>
</tbody>
</table>

## General Reference Books

<table>
<thead>
<tr>
<th>Book Title</th>
<th>Location Code</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>ebrary Business and Economics Collection</td>
<td></td>
<td>Collection of E-books.</td>
</tr>
<tr>
<td>Dictionary of Marketing Communications</td>
<td>REF HF 5412 .G68 2004</td>
<td></td>
</tr>
<tr>
<td>Encyclopedia of Consumer Brands</td>
<td>REF HF 5415.3 .E527 1994 v.1-3</td>
<td></td>
</tr>
<tr>
<td><strong>Gale Virtual Reference Library</strong></td>
<td></td>
<td>Business and economic encyclopedias.</td>
</tr>
<tr>
<td>Green Book</td>
<td></td>
<td>International directory of marketing research houses and services.</td>
</tr>
<tr>
<td>Blue Book Marketing Research Services Directory (MRA)</td>
<td></td>
<td>Marketing research services directory.</td>
</tr>
</tbody>
</table>
**Economic Data/Statistical Sources**

See the *Economics* subject guide for more sources.

<table>
<thead>
<tr>
<th>Bureau of Economic Analysis</th>
<th>FRED Economic Times Series Database (FRB-St. Louis)</th>
</tr>
</thead>
<tbody>
<tr>
<td>County Business Patterns</td>
<td>Missouri Office of Social &amp; Economic Data Analysis</td>
</tr>
<tr>
<td>FedStats</td>
<td>Statistical Abstract of the U. S.</td>
</tr>
</tbody>
</table>

**Advertising**

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Broadcasting &amp; Cable Yearbook</td>
<td>REF HF6146.R3 B73 Broadcasting and cable directory</td>
</tr>
<tr>
<td>Emergence of Advertising in America</td>
<td>Advertising items and publications dating from 1850 to 1920, illustrating the rise of consumer culture and the birth of a professionalized advertising industry in the United States.</td>
</tr>
</tbody>
</table>

**Market Research**

**General**

<table>
<thead>
<tr>
<th>ABI/Inform</th>
<th>To find market shares, do a keyword search using <em>market shares</em> in combination with a product or company.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Insights: Essentials</td>
<td>Includes <em>Market Share Reporter</em>. Do a company search and click on Rankings tab.</td>
</tr>
<tr>
<td><strong>Opinion Polls</strong></td>
<td></td>
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<tr>
<td>-------------------</td>
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</tr>
<tr>
<td><strong>Polling the Nations</strong></td>
<td>A comprehensive collection of public opinion.</td>
</tr>
</tbody>
</table>

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<tr>
<th><strong>Demographics</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>American Factfinder</strong></td>
<td>Good source for US housing and demographic information.</td>
</tr>
<tr>
<td><strong>Best Customers: Demographics of Consumer Demand</strong></td>
<td>LEVEL 4 HC 79 .C6 R87 2005 Many categories of products and services.</td>
</tr>
<tr>
<td><strong>Bureau of Labor Statistics</strong></td>
<td>CPI, PPI, employment, inflation calculator and more.</td>
</tr>
<tr>
<td><strong>Communications and Mass Media</strong></td>
<td>Marketing statistics &amp; media information for areas throughout the US.</td>
</tr>
<tr>
<td><strong>Consumer Expenditures Survey</strong></td>
<td>Buying habits, data on consumer expenditures, income and unit (families and single consumers) characteristics.</td>
</tr>
<tr>
<td><strong>Demographics USA (County Edition)</strong></td>
<td>REF DESK HF 5415.2 .S94x 2008 County and state demographic, income and sales data.</td>
</tr>
<tr>
<td><strong>ESRI Data – Zip Code Tool</strong></td>
<td>Provides demographic variables and consumer behavior characteristics.</td>
</tr>
<tr>
<td><strong>Mediamark Research Inc. (MRI+)</strong></td>
<td>Consumer research and demographics.</td>
</tr>
<tr>
<td><strong>Missouri Statistical Data Archive</strong></td>
<td>Previous title: <em>Missouri Statistical Abstract</em>.</td>
</tr>
<tr>
<td><strong>Social Explorer</strong></td>
<td>Provides access to current and historical census data.</td>
</tr>
<tr>
<td><strong>Statistical Abstract of the U. S.</strong></td>
<td>Also available at Reference Desk. Provides many statistics on U.S. economy, some at state level.</td>
</tr>
<tr>
<td><strong>Wages by Area and Occupation</strong></td>
<td>Provides national, state, and local wage data.</td>
</tr>
<tr>
<td><strong>“Who’s Buying” series</strong></td>
<td>Do a TITLE search in the catalog for various “Who’s Buying” publications. Consumer demographics, profiles and statistics for specific products.</td>
</tr>
<tr>
<td><strong>U. S. Census Bureau</strong></td>
<td>Population and economic data for the U.S.</td>
</tr>
</tbody>
</table>
Websites

American Marketing Association
Listing of conferences, publications, best practices articles on core marketing topics and job board.

Marketingprofs.com
Articles, marketing FAQ, case studies, marketing seminars and selected links.

Other Subject Guides

For Industry Analysis, see the Corporations & Industries Research Guide.

For International marketing analysis, see the International Marketing Research Guide.

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