

LIBRARY GUIDEPPOST

MARKETING

Marketing refers to the distribution of goods from sellers to buyers, and includes activities ranging from advertising and shipping to storing and selling. This guide provides suggestions on how to conduct Library research in the field of MARKETING.

WEB SITES: Our online **Subject Guide** for Marketing lists selected **web sites and additional resources** that have been evaluated by librarians. To access the Subject guides, go to our Library Web site at www.kwantlen.ca/library, and click on **Subject Guides**.

BOOKS: To find books, go to our Library Web site and click on **Find Books** to access the library catalogue. Search the catalogue to locate the **books, magazines, videos, and DVDs** that are available at any of the four campus Libraries of Kwantlen University College.

The catalogue uses **SUBJECT HEADINGS** to organize the library's resources. To locate materials on a subject, try using some of the following headings. Type your topic in the search box, click on the drop down arrow, highlight "subject", and click on search.

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| ADVERTISING | NEW PRODUCTS |
| CONSUMERS | PRICE POLICY |
| ELECTRONIC COMMERCE | RETAIL TRADE |
| EXPORT MARKETING | SALES MANAGEMENT |
| INTERNET MARKETING | SALES PROMOTION |
| MARKET SURVEYS | SELLING |
| MARKETING RESEARCH | SERVICE INDUSTRIES MARKETING |
| MERCHANDISING | SMALL BUSINESS |

VIDEOS & DVDS: To find videos/DVDs, click on Find Books and then choose Video & DVD search. When the next screen appears, type your key words in the search box and click on search.

CALL NUMBERS are used to arrange books on the Library shelves by subject. When browsing the shelves, some useful call number ranges to check are:

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| HB 801 - 845 | CONSUMPTION (ECONOMICS) |
| HF 5415 - 5416 | MARKETING |
| HF 5438 - 5439 | SELLING |
| HF 5548.32 | ELECTRONIC COMMERCE |
| HF 5801 - 6182 | ADVERTISING |

CORPORATE ANNUAL REPORTS are very useful for finding out about a particular publicly held company, its executives, products or services and financial position. These reports are arranged alphabetically by company name in pamphlet boxes and are shelved in the business section of the general collection at call number: **HG 4090 C67**.

BACKGROUND INFORMATION: Books such as dictionaries, encyclopedias, handbooks, manuals, and some textbooks are designed to provide a quick and concise overview of a subject. Directories provide listings of companies, professionals, or suppliers. The books that are reference books (REF, below), remain in the Library at all times.

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| BEACHAM'S MARKETING REFERENCE REF HF 5415 B379 | L,R,S |
| BLUE BOOK OF CANADIAN BUSINESS REF HF 5356 M3 | L,R,S |
| BUSINESS IN VANCOUVER BOOK OF LISTS REF HF 1 B87 | L,R,S |
| CANADIAN KEY BUSINESS DIRECTORY REF HF 3223 C24 | L,R,S |
| CANADIAN ADVERTISING RATES AND DATA (CARD) REF HF 5801 C27 | L,R,S |
| CANADIAN TRADE INDEX REF HD 9734 C2 C3 | L,R,S |
| CHINA BUSINESS GUIDE REF HF 3836.5 C45 2004 | R,S |
| DICTIONARY OF MARKETING TERMS REF HF 5803 T56 2000 | L,R,S |
| DUN & BRADSTREET'S GUIDE TO DOING BUSINESS AROUND THE WORLD REF HF 1416 M78 2001 | L,R,S |
| FP SURVEY, INDUSTRIALS REF HG 5151 F536 | L,R,S |
| FP SURVEY, MINES AND ENERGY RESOURCES REF HD 9574 C2 F522 | L,R,S |
| FP MARKETS, CANADIAN DEMOGRAPHICS REF HF 5349 C2 S922 | L,R,S |
| FRASER'S CANADIAN TRADE DIRECTORY REF HD 9734 C2 F7 | L,R,S |
| INTERNATIONAL DIRECTORY OF COMPANY HISTORIES REF HD 2755.5 I57 | L,R,S |
| MARKET RESEARCH HANDBOOK REF HC 111 A19 | L,R,S |
| MARKETING: THE ENCYCLOPEDIA DICTONARY REF HF 5412 M47 1999 | L,R,S |
| NATIONAL LIST OF ADVERTISERS REF HF 5808 C2 N3 | R |

STATISTICAL INFORMATION on the economic and social activities of Canadians is collected and published by Statistics Canada. Our library is a depository library for Statistics Canada publications and so these publications (print and electronic) are listed in our Library Catalogue. If the publication you need is available on the internet, you will see a link to it on the catalogue record in the Library Catalogue.

A great deal of Canadian statistical information is available from the Statistics Canada website: <http://www.statcan.ca/>. Additional British Columbia statistics are available on the BC Stats webpage: <http://www.bcstats.gov.bc.ca/>. The library has access to statistics that are normally not accessible for free. Please ask at the Information Desk if you cannot find the statistics you want through these websites or are prompted for payment at the website.

The census, taken every ten years (latest complete census was taken in 2006) provides the most complete statistical portrait of Canadians while occasional surveys reveal changing social conditions. Some publications from the 2006 and some previous censuses are available on the web and in the library. You can find print copies and/or links to this material by going to our Library Catalogue and typing **census 2006** in the search box. You can also go to the Census website at:

<http://www12.statcan.ca/english/census/index.cfm>

Some important Statistics Canada Publications relevant to marketing are listed below. Check the Library catalogue for information on holdings. If the publication is available online, there will be a link to the url in the Library catalogue.

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| CANADIAN ECONOMIC OBSERVER (also online) CATALOGUE NO. 11-010 | L,R,S |
| CANADA YEARBOOK REF HA 741 A21 | L,R,S |
| EXPORTS BY COUNTRY REF HF 3221 E96 CATALOGUE NO. 65-003 | S |
| FEEDING THE DRAGON: CANADIAN EXPORTERS AND A BOOMING CHINA CATALOGUE NO: 11-621-MIE 2006037 | ONLINE |
| IMPORTS BY COUNTRY REF HF 129 I55 CATALOGUE NO. 65-006 | S |
| RETAIL TRADE CATALOGUE NO. 63-005 | ONLINE |
| WHOLESALE TRADE CATALOGUE NO. 63-236 | ONLINE |

DATABASES: The Library subscribes to several online **databases** that provide information on companies, industries, and Canadian statistics. Click on **Find Articles** on our Library Web site to access these databases.

NOTE: All of the databases below are available off campus via the internet. To access these resources from off campus, go to our library web site at www.kwantlen.ca/library and click on **Find Articles**. You will be prompted to log in with your student number.

Canadian Census Analyzer

Dun & Bradstreet Industry Norms and Key Business Ratios

Dun & Bradstreet Million Dollar Database

Hoover's Company Records

Trade Analyzer

ARTICLES: The Library subscribes to many online **article indexes** that list useful articles published in journals, magazines, and newspapers. Often, the full text of the article is included. Click on **Find Articles** on our Library Web site to access some of the key indexes listed on the next page.

NOTE: All of the web indexes below are available off campus via the internet. To access these resources from off campus, go to our library web site at www.kwantlen.ca/library and click on Find Articles. You will be prompted to log in with your student number.

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| <u>Business Source Premier</u> | Some full text |
| <u>Canadian Business and Current Affairs</u> | Full-text articles from Canadian sources |
| <u>Canadian Newsstand</u> | Full-text articles from Canadian sources |
| <u>Canadian Periodical Index (CPI)</u> | Full-text articles from Canadian sources |
| <u>Academic Search Premier</u> | Some full text |

JOURNALS/MAGAZINES: In addition to the articles available through the above indexes, your campus Library subscribes to many marketing journals and magazines. The journals will likely be located at different campuses. However, you can request that issues be sent to the campus most convenient for you. Check the titles below in the Library catalogue for information about years held. To access the **online journals**, click on **Journal Titles** from the library website.

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| ADBUSTERS | R |
| ADVERTISING AGE (also online) | S |
| BANK OF CANADA BANKING AND FINANCIAL STATISTICS | R |
| BANK OF CANADA REVIEW (also online) | R |
| BC BUSINESS | C,L,R,S |
| BOTTOM LINE | R |
| BUSINESS 2.0 (also online) | R |
| BUSINESS COMMUNICATION QUARTERLY (also online) | R |
| BUSINESS IN VANCOUVER (also online) | C,L,R |
| BUSINESS WEEK (also online) | L,R,S |
| CANADEXPORT (also online) | R |
| CANADIAN BUSINESS (also online) | L,R,S |
| ECONOMIST (also online) | L,R,S |
| FAR EASTERN ECONOMIC REVIEW | R |
| FAST COMPANY (also online) | R |
| FORBES (also online) | R |
| FORTUNE (also online) | L,R,S |
| GLOBE & MAIL (also online) | C,L,R,S |
| HARVARD BUSINESS REVIEW (also online) | R |
| JOURNAL OF BUSINESS COMMUNICATION (also online) | R |
| JOURNAL OF MARKETING (also online) | R |
| JOURNAL OF MARKETING RESEARCH (also online) | R |
| MARKETING (also online) | L,S |
| MARKETING NEWS (also online) | S |
| NATIONAL POST (also online) | C,L,R,S |
| NATIONAL POST BUSINESS | C,L,R,S |
| PSYCHOLOGY AND MARKETING | ONLINE ONLY |
| REPORT ON BUSINESS MAGAZINE (also online) | C,L,R,S |
| STRATEGY (also online) | R |
| VANCOUVER SUN (also online) | C,L,R,S |
| WALL STREET JOURNAL | R,S |

IF YOU HAVE QUESTIONS, PLEASE ASK A LIBRARIAN!