Connect to business resources from off campus by following the directions in the Students link, available in the Connect Boxes listed throughout the Guide.

Assignment
Propose a strategic marketing plan for a company, brand, product and/or service of your choice by developing a customer journey map. Develop a customer journey map grounded in primary and secondary research, which focuses on improving the customer experience of your chosen brand/product in terms of the four components of the marketing mix.

Key Segments of the BRG
COMPANY > Company Strategy
COMPANY > Overviews
MARKETING > Pay attention to resources on all pages under the Marketing menu.

Featured Resources
Mintel: Several US national level reports on various consumer groups, including consumers’ online behavior.

Mergent Online: Public company financials, SEC filings, and lists of competitors.

eMarketer: Statistics and reports touching on all aspects of online behavior.

Ad$spender: Advertising expenditures and occurrence information for 3+ million brands across 18 media, including “internet” as a category.

Business Source Complete: Scholarly research articles, plus news and trade articles, on all aspects of business, including consumer behavior.

“Quotation marks” around words searches for the words in that “exact phrase sequence.”

Asterisk* searches every ending to a word, so market* finds market -er, -ed, -ing, and -s.

AND = fewer results. Example: “tax reform” AND debt ← both terms must be in each result.

OR = more results. Example: “tax reform” OR debt ← only one term must be in each result.

Find and links out to full-text articles in other UCI-licensed databases, OR it directs you to a form to request via Inter Library Loan (ILL requires having a UCInetID/password.)