The Business Research Guide (BRG)

guides.lib.uci.edu/business

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

Conduct an audit for a brand in transition due to technological innovations within their industry or which impact their industry. Each team will work on a unique brand, with each adopted on a "first come, first serve" basis.

BRG > COMPANY

Overviews

Databases like MarketLine and Passport both feature SWOT analyses, particularly for large and publicly traded companies, with well-known brands. Also consider exploring analyses for competitors!

SEC Filings & Annual Reports

Companies are not required to disclose their marketing plans. Would you share your company’s plan with the competition? Try skimming or keyword searching the 10-K (Annual) SEC filings of public companies, including the same for competitors.

Strategy

Pay particular attention to the Analyst Earnings Conference Call Transcripts. If an SEC filing is looking back in time, these calls are looking forward in time, and may help identify how transitions are being managed, including the same for competitors.

BRG > MARKETING

Doing Primary Research

Find several eBooks with strategies for gathering primary data from people.

Brands

Mintel: excellent secondary research reports about consumer’s preferences and behaviors, plus some analysis of companies’ marketing strategies within given industry reports.

Advertising

Ad$pender: Advertising expenditures and occurrence information for 3+ million brands across 18 media.
Business Source Complete. This giant database is like Google for business research!

Databases interpret more literally than Google, so do this:

- Start with 1-2 keywords, and add more words to refine a large list of results.
- Use "quotes" for "an exact phrase".
- Use * for every ending to a word, e.g. market* returns marketers, marketing, marketed, etc.

UC-eLinks Use this button in databases like Business Source Complete and Google Scholar. It links out to full-text in other licensed databases, OR it directs you to a form to request an article via Inter Library Loan.

Citations

Use Bibliographic Software to automatically build citations & produce a bibliography, e.g. Zotero (it’s free!).