BUS 341: Fundamentals of Marketing – Research Tips for Your Group Project

Goals:
- Focus: Your assignment... and beyond!
- Resources, perspectives, and skills

A. Generating questions
1. What information do you need to understand & fix the company’s situation?
2. Is that information likely to be published? Will you need to infer some of it?

Notes:

B. Predicting publishers

C. Finding information on companies and industries
   Factiva + International Directory of Company Histories

Notes:
2. **Industry surveys guide:** [bit.ly/sfulib-industry](bit.ly/sfulib-industry)
   - IBISWorld + Mergent Intellect (First Research) + MarketLine

   *Notes:*

**D. Finding information on consumers and markets**

1. **Secondary market research resources guide:** [bit.ly/sfulib-marketing](bit.ly/sfulib-marketing)
   - Passport + Vividata + Frost & Sullivan + Statista

   *Notes:*

**E. Writing, citing, and presenting: core skills**

- **Business presentations guide:** [bit.ly/sfulib-bus-presentations](bit.ly/sfulib-bus-presentations)
- **SFU Library guide to APA citations:** [bit.ly/sfulib-APA](bit.ly/sfulib-APA)

- **Business writing guide:** [bit.ly/sfulib-bus-writing](bit.ly/sfulib-bus-writing)