

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

Goals:

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



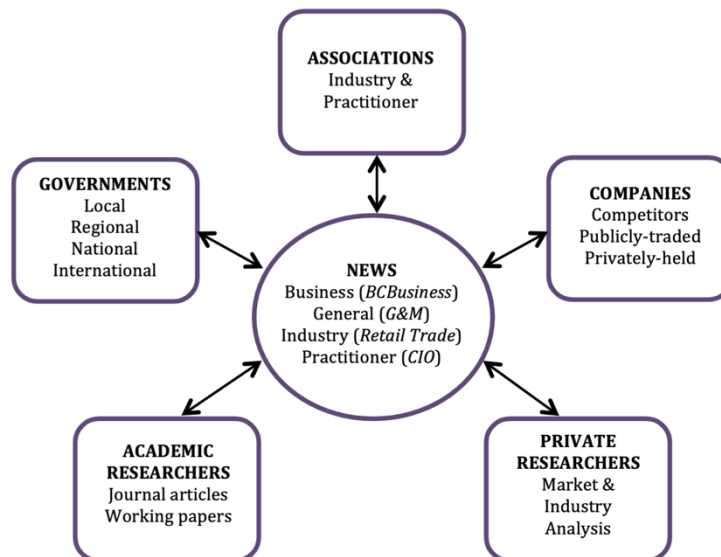
A. Generating questions

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

1. Company information guide: bit.ly/sfulib-company



Factiva + International Directory of Company Histories

Notes:

2. Industry surveys guide: 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



Passport + Vividata + Frost & Sullivan + Statista

Notes:

E. Writing, citing, and presenting: core skills

Business presentations guide:
bit.ly/sfulib-bus-presentations

Business writing guide:
bit.ly/sfulib-bus-writing

SFU Library guide to APA citations:
bit.ly/sfulib-APA

SFU Library citation guide to
APA for Business:
bit.ly/sfulib-bus-apa