BUS 343: Introduction to Marketing – Research Tips for Your Group Project

Goals:

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

A. Finding a suitable target company

1. Publicly traded?
2. Information available?
3. Brainstorm via Google!

B. 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:

C. Finding information on a company, its competitors, and its industry

   - Factiva + GlobalData + MarketLine + International Directory of Company Histories

Notes:
   IBISWorld + Mergent Intellect (First Research) + MarketLine

   Notes:

D. Finding information on consumers and markets

   Passport + Vividata + Frost & Sullivan + Statista

   Notes:

E. Writing, citing, and presenting: core skills
