Library Resources for Course Project

Industry/Product Category Landscape:

**Marketline Advantage**
- Industry and company profiles, including SWOT analyses for the top 1000+ companies.
- Industry profiles include Porter's Five Forces analysis.

**Mintel Oxygen (Database)**
- Market research reports on consumer products and services with primary and secondary data
- Gather sector insights on: “Competitive Context,” “Segment Performance,” “Leading Companies,” “Marketing Strategies” and “Advertising & Promotion”

**Passport GMID (Euromonitor)**
- Market and brand share data to download to excel. Also research reports
- Relevant Report example: Intermediaries in the US, Sept. 2017

**eMarketer Pro (Database)**
- Relevant report example: "Global Digital Travel Platforms 2017" (Dec. 2017)

**First Research (Database)**
- Industry reports on trends, challenges and forecasts, see report: Cruise Ships

**GlobalData (Database)**
- Reports and analysis includes market segmentation, consumer preferences, new product and service innovations, and success and failures case studies.

**Mintel Market Sizes (Database)**
- Identify market size, market share, leading brands and forecast data for thousands of product and service categories from 35 countries.

**Statista (Database)**

See also:

**Richard K. Miller Market Research Handbooks (Database)**
- See: Travel & Tourism Market Research Handbook

**Market Share Reporter (print: Bus Ref HF5410)**
- Market share data from a variety of industry sources

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Analysis of Target Markets:

**Simmons OneView (Database)**
- Cross-tabulate consumer purchase behavior with demographic and psychographic data, and media consumption

**SimplyAnalytics (Database)**
- Compare and analyze demographic data geographically
- Access Census, Claritas PRIZM (lifestyle segments), MRI and Simmons data

**Mintel Oxygen (Database)**
- Look for report sections like: “Market Drivers,” “Usage” and “Attitudes” - Also includes demographic reports on consumer segments.
- Relevant report examples: Millennial Travelers – US, April 2016; Marketing to Millennials – US, June 2017

**Ad Age Data Center (Database)**

Advertising and Communications Vehicles:

**Stradegy (Database)**
- Reports on advertisers’ and sector spending totals and media selections from Kantar Media
- Look up by company, product, brand or category (i.e. Cruise Ship Travel) data back to 2010

**SRDS (Database)**
- Costs for magazine, newspaper, TV and radio advertising; also circulation data and website audience metrics.

**eMarketer Pro (Database)**
- Digital media data and analysis, including email, mobile, social media and video.

**Thumbnail media planner: media costs and data** (print: Bus Ref HF5415.3.T56)
- Media rates and planning advice for broadcast, print, interactive and direct marketing. Includes audience estimates.

**DMA Statistical Factbook** (print: Bus Ref HF5415.126)
- Annual publication of the Direct Marketing Association includes benchmark data – expenditures, usage and response for direct mail, catalog, Internet and email marketing.

Consumer Media Usage:

**Simmons Oneview**
- See guide on database page "Simmons Oneview - Media Usage Sample Search" for guidance on finding information on consumer use of traditional media in Simmons Oneview.

**eMarketer Pro**
- Digital marketing and media focus. Reports and charts provide data and trends for media usages in the social media, mobile and online space.

**SRDS**
- Includes website audience analytics from Comscore.

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Additional Relevant Research Guides to Review:

AMC MKT 446 Research Guide - http://guides.business.library.emory.edu/amc

Advertising & Media Research Guide - http://guides.business.library.emory.edu/advertising


Marketing Research Guide - http://guides.business.library.emory.edu/marketing-guide

Social Media Marketing Intelligence and Analytics - http://guides.business.library.emory.edu/social-media


Questions?

Email gbsaskalibrarian@emory.edu with questions or to schedule a consultation, or stop by the business library – a librarian is available in the spring semester Mon-Thurs, 9am-8pm, Fri 9am-5pm and Sat/Sun, 1-5pm.