

Name _____

Section _____

RESEARCH QUESTIONS – MKT 419

All the links needed for this worksheet can be found on the MKT 419 page:

<http://libguides.lib.miamioh.edu/MKT419>

1) Statista. Search for statistics on your brand OR another related topic, such as digital marketing or social media advertising. Find a statistic that looks useful for your project. What is the title of the statistic and what is the source of the data?

2) Mintel Academic. Search for your product type or brand - you will get better results if you stay broad. Hint: on the page with the list of results, make sure to choose one that says *Report* or *Report Section* under the title, don't pick one that says News or Analyst Insight.)

- See if you can find information about marketing or social media in the report - if you can, copy the data or a link here.

- You can also look directly for reports on *social media*, *digital trends*, *influencers*, etc. Copy the link or title of the report here if you find one that is relevant.

3) eMarketer and search for reports or charts on your brand OR another related topic like social media advertising, influencers, or ecommerce. There is a lot here, so choose what seems best for you. What did you find?

4) MRI Simmons. Under Profile, click on Quick Reports, then type in the name of your brand or a competitor, and then choose a graph. What graph did you choose and why?

5) Business Source Complete database and do a search for articles about your brand or product. How many articles did you find?

- Now add in another term that is part of your project in the 2nd search box. Think about your project and what types of information you are looking for. What term did you add and how many articles do you have?
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6) On the Marketing 419 page (<http://libguides.lib.miamioh.edu/MKT419>) click on one of the reports or websites in the boxes. Look through the websites/reports and find one that has data you could use for your project. What did you find that you could use in your project?
