

Advertising and Marketing Subject Advice

Library and Learning Support provides an extensive collection of online and print resources. Our print collections are held at The Sir Michael Cobham Library at Talbot Campus (TC) and the Bournemouth House Library (BH) on the Lansdowne Campus. The Library i-Floor at the Executive Business Centre (EBC) is available to accredited Business School staff and students.

Searching for Information:

To start your research, login to myBU here
<http://mybu.bournemouth.ac.uk/> where you can:

- access the Academic Skills tab on myBU for advice and guidance about university study skills.
- access your reading lists within 'My Units' on the Home tab;
- use the dictionaries and encyclopaedias for definitions and background information (access via the 'Reference Works' link on the Library tab);
- use mySearch on the Library tab to search across electronic databases we subscribe to, as well as our Library Catalogue, for books and journal articles;
- for a more focussed search on a selected database, use the 'Databases' link on the Library tab;

You can also access Library resources via the Library website **www.bournemouth.ac.uk/library**. This guide refers to links on the myBU Library tab. If you require help with navigating the Library website, just contact us.

Subject Advice Services:

We offer help and advice on information resources when you are researching for your assignments or dissertation. You can drop into the Library, make an appointment with your Subject Librarian, or use our online services.

- Ask for help at the Subject Advice Desk.
- Use the online Chat Enquiry Service for a one-to-one discussion with our Library staff.

- Phone our dedicated help line +44 (0) 1202 965959.
- Follow our blogs: Library and Learning Support News, Research Support, Subject Librarians' Blogs. All available via the myBU Library tab.
- E-mail your Subject Team to make an appointment, : BMSLibTeam@bournemouth.ac.uk

Resources for your subject:

Off campus access

You will require your University login details to access our online databases when you are off campus.

Books

The Library Catalogue contains details of our print collection and provides access to electronic books. Select the 'Look for book or journal' link on the myBU Library tab. Search the Catalogue for authors, titles or using subject terms. Results indicate the campus location of printed books and a shelf mark (found on the spine label).

To find a specific title, ensure you have the complete shelf mark including letters after the numbers. If QR or F&S precede the shelf mark, it is part of our reference collection which must remain in the Library and cannot be loaned.

Some shelf marks relevant for this area are	
Advertising	659.1
Advertising Code of Conduct/Standards	659.10218
Advertising in Broadcast Media	659.14
Advertising Planning	659.113
Advertising in Print Media	659.13
Campaigns	659.111
Continued on page 2.	

Some shelf marks relevant for this area are (continued from page 1)	
Exhibitions	659.152
Psychology in Advertising	659.1019
Law	340
Marketing	658.8
Brand Management	658.827
Consumer Behaviour	658.8342
Database Marketing	658.800285
Direct Marketing	658.84
Industrial Marketing	658.804
Marketing Ethics	658.8001
Marketing Planning	658.802
Market Research	658.83
New Product Development	658.575
Pricing	658.816
Promotion	658.82
Retail Marketing	658.87
Sales Management	658.81
Services Marketing	658.812
Strategic Marketing	658.802
Mass Communication	302.2
Psychology	150

Journals

Electronic journals are accessible via the 'E-journals' link on the myBU Library tab and many are available on the Library Catalogue. Search for journal titles such as those listed below. For advice on finding information, go to the Academic Skills tab on myBU.

Some of the key journals for this area are:
Admap
Advertising Age
Adweek
Campaign
European Journal of Marketing
International Marketing Review
Journal of Advertising
Journal of Advertising Research
Journal of Brand Management
Journal of Consumer Affairs
Journal of Consumer Research
Journal of Marketing Management
Journal of Product and Brand Management

Journal Article Databases

mySearch searches across the majority of our electronic resources. However, to search individual databases covering specific subjects, you can use the 'Databases' link on the myBU Library tab. Our online databases store bibliographic information about journal articles (such as the title, author, year of publication and abstract) and in many cases, the full text articles. They may also provide access to news, conference proceedings, reports or statistical data.

The most useful journal article databases are:

Business Source Complete

Business, management and marketing

Communication Abstracts

Mass communication, advertising, journalism, broadcasting.

Emerald Insight

Management marketing and accounting. International, but with good British coverage.

World Advertising Resource Centre (WARC)

Case studies, statistics, conference papers and full text of selected journals (includes Journal of Advertising Research and ADMAP).

Some databases are included in mySearch which enables you to search across multiple databases at the same time.

Alerting services and RSS feeds allow you to keep up to date with your favourite websites in an automated way. They bring together the latest tables of contents (TOCs) of selected journals, updates on your saved database searches or news updates from online news sources and trade association websites.

Specialist resources

Dictionaries and Encyclopaedias

Use dictionaries to find the meanings of terms. Use Encyclopaedias for background information or an overview of a particular topic. Search the Library Catalogue using keywords such as: communication, politics or propaganda and dictionary or encyclopaedia.

Review Publications

Reviews summarise recent research. Most are published annually. A typical review article will review the current status of research, give some historical background and suggest directions for future research. Search the Library Catalogue using keywords such as: review or yearbook and advertising, marketing or communications to find relevant titles.

Statistics

Social and economic data eg. Population density, distribution by age, sex, marital status, social group etc are available from Office of National Statistics online: <http://www.statistics.gov.uk/default.asp>.

British Social Attitudes, Family Expenditure Survey, General Household Survey, etc are available from www.esds.ac.uk/government/surveys.

Media Research, Audience and Readership Surveys

This is research into who is viewing, listening to or reading any given medium at any given time.

Audience research data

The Library does not subscribe to the publications of BARB or the current publications of National Readership Surveys (NRS, formerly JICNARS). A substantial amount of data is published on their websites via www.barb.co.uk and www.nrs.co.uk.

The items below give a wide range of audience data. Data originating from BARB is published weekly in Broadcast.

All media

BRAD (British Rate and Data).	Via the 'Databases' link on myBU Library tab
MediaTel	Via the "Media School Resources" section on myBU homepage
UK Media Yearbook	Shelf mark: 070.0941 UKM

Broadcast media only

Advertising Statistics Yearbook	Shelf mark: F&S 659.1 ADV
Broadcast	E-journals

Expenditure on Advertising

Digest of UK Advertising Expenditure provides an entry for each brand with name of the advertising agency, the media buyer and the total expenditure on advertising. Publication is arranged by product category. If unsure of the product category, check the brand or advertiser index at back of publication.

AC Nielsen	Digest of UK Advertising Expenditure	Shelf mark: F&S 659.1
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Information on Products, Markets and Brands

The sources below include information on size of markets

Brand Strategy	E-journals
(GMID) Global Market Information Database	Via the 'Databases' link on myBU Library tab
MINTEL	Via the 'Databases' link on myBU Library tab

Sources on Advertising and Advertising Media

These provide information about the media that carry advertising, including ownership, size, audience and geographical coverage. See also articles in professional journals

Advertising Statistics Yearbook (1985 onwards)	Shelf mark: F&S 659.1 ADV
BRAD (British Rate & Data)	Via the 'Databases' link on myBU Library tab

Annual Reviews

These select and reproduce the best examples of campaigns that may have run over the previous year

Advertising Works. Vol 1-16 (2008).	Shelf mark: 659. 113 ADV
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Commercials

Videos and dvds can be traced using the Library Catalogue.

Creative Club	1.5 million adverts across all media, from 1998	Via the 'Databases' link on myBU Library tab
Shots: the Creative Video Programme.	Monthly compilation of television commercials. (1996 – 2005)	Shelf mark: 659. 143 SHO

Newspapers

Major UK and international newspapers may be viewed online on Factiva and Press Display (accessible via the myBU Library tab 'Newspapers' link). The Times and Financial Times are available in print format in The Sir Michael Cobham Library.

TV and Radio Programmes via BoB: Box of Broadcasts

Access BoB via the myBU Library tab; you need to register to use this service and will receive a password. You can request TV and radio programmes up to seven days in advance or broadcast in the previous seven days. This service is available off-campus, but not available outside the United Kingdom. Requested programmes will play in your web browser.

Professional Awareness

You are encouraged at BU to develop appropriate academic and professional knowledge and skills to enhance your employability. The Professional Awareness webpages (accessible via the 'Further Information' section on myBU Library tab) provide links to professional associations and associated publications which will support your learning.

Many of the associations and publications include job vacancies, blogs, alerting services (via RSS feeds and e-newsletters for example) and details of other organisations.

Referencing:

Access the Library's BU Guide to Citation in the Harvard Style via the 'Databases' link on the myBU Academic Skills tab. Referencing is a way of demonstrating that you have read around your subject. Each time you use someone else's ideas or words it is essential that you acknowledge this in your work by citing the source in your text and having a reference/bibliography list at the end of your work.

Citing your references enables the reader to refer to the original source themselves. This reduces the risk of your being accused of plagiarism - the act of presenting the ideas or discoveries of someone else as your own. More information is available on the myBU Academic Skills tab.

Contact Details:

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For information and subject advice:
Tel: +44 (0) 1202 965959.

The Sir Michael Cobham Library

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