

Marketing Desk Research Subject Advice

Use this Library Subject Advice Guide if you are:

- an Undergraduate student doing a Marketing Desk Research related course;
- a Postgraduate student doing a dissertation on a Marketing Desk Research topic;
- interested in carrying out in-depth research into Marketing Desk Research.

Bournemouth University Library provides an extensive collection of online and print resources on many subjects in two locations: The Sir Michael Cobham Library at Talbot Campus (TC) and the Bournemouth House Library (BH) on the Lansdowne Campus.

If you are a Partner College student not using myBU you may access resources via the [Library web pages](#).

Searching for Information:

To start your search, use the [myBU](#) Library tab. Here you can:

- access your reading lists within your unit on [myBU](#);
- use [mySearch](#), the Library resources search engine, to search across all of our electronic resources and the [Library Catalogue](#);
- search resources not yet added to [mySearch](#) and find out about any password access required;
- use the online [reference collections](#) for definitions and background information;
- Access the Using Information Community for help on searching.

Subject Advice Services:

We offer help and advice on information resources for assignments, dissertations or research. 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 [Chat Enquiry Service](#) for a one-to-one discussion with our Library staff.
- Phone our dedicated help line +44 (0) 1202 965959.
- Send your enquiry to askBU, the virtual enquiry service, accessible via the [myBU](#) Library tab or the [Library web pages](#). If you require further help we will reply by e-mail.
- Follow our [Library News and Research Blogs](#) and Subject Librarian Blog available via the [myBU](#) Library tab.

- E-mail your Subject Librarian Steve Parton to make an appointment, at sparton@bournemouth.ac.uk

Resources for your subject:

Off campus access

You will require your IT login and an [Athens Personal Account](#). Instructions on how to set up an Athens login are available to download from the [myBU](#) Library tab.

Books

[E-books](#) are accessible via the 'E-books' link on the [myBU](#) Library tab and many are also available on the [Library Catalogue](#).

Search the Catalogue for books on a topic using keyword or subject searching. The Catalogue gives the location and for printed books 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.

Available in alternative formats. Please ask:

Tel +44(0)1202 965959 **Email** LibSupp@bournemouth.ac.uk

Marketing Desk Research Subject Advice

ACNielsen MMS. 1991 –	Quarterly summary of advertising expenditure by brand and advertiser.	Shelf mark: F&S 659.1
Admap	Journal covering all aspects of the advertising and marketing industries. Very good for media-advertising reports.	Print and e-journal
Advertisers Annual	Source of newspaper circulation statistics, advertising agencies, brand and trade names.	659.1 ADV
Advertising Statistics Yearbook.	Compilation of advertising statistics, including advertiser expenditure, agency rankings and brand information.	F&S 659.1 ADV
Amadeus	A database providing standardised annual accounts and management details of the top 330,000 public and private companies actively trading in 41 European countries.	via myBU Library tab 'Databases' link
Audit Bureau of Circulation	Requires registration and provides free access to headline data for ABC certified Magazines, Newspapers, Exhibitions and Directories within the UK and Republic of Ireland.	www.abc.org.uk/
BARB	Broadcasters Audience Research Board. Weekly and monthly TV viewing summaries.	www.barb.co.uk
Brand Strategy	Journal concentrating on Brand Management and New Product Development.	via myBU Library tab 'E-journals' link
British Rate and Data (BRAD)	Media listing giving advertising rates and circulation figures for newspapers and magazines. Password is on the E-resource usernames list on myBU	via myBU Library tab 'Databases' link
Business Insights	Full text of c100 reports published each year on Consumer Goods, Energy, Financial Services, Healthcare, and Technology industries. Reports typically cover such issues as analyses of major markets, market dynamics, key players, plus forecasts for market size, growth and composition.	via myBU Library tab 'Databases' link
Business Source Complete	Business and management research database, providing full text for more than 2,300 journals. Includes Harvard Business Review.	via myBU Library tab 'Databases' link
Campaign	Weekly journal containing topical articles on the advertising, marketing and media industries.	Latest issues in newspapers area archive via myBU Library tab e-journals
Census Datasets	Statistics on population and households, from 1971 on. Registration is necessary in addition to Athens	via myBU Library tab 'Databases' link
Dictionary of Trade Name Origins	Illustrated dictionary of over 700 trade names.	Shelf mark: 658.827 ROO
Directory of British Associations	Names and addresses of useful contacts.	Shelf mark: QR 062 DIR
Economist Country Briefings	News, country profiles, forecasts, and statistics.	www.economist.com/countries/
Emerald	Abstracts major management, marketing and accounting journals.	via myBU Library tab 'Databases' link
Encyclopedia of Consumer Brands	Detailed information on the history and development of brand names in over 600 product areas. There are three volumes: Consumable Products, Personal Products and Durable Goods.	Shelf mark: F&S 658.827 ENC
Eurostat	The European Commission's statistics website.	http://epp.eurostat.ec.europa.eu/portal/page/portal/eurostat/home

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Factiva	Factiva provides full text access to 20,000+ sources from more than 159 countries in 22 languages, including more than 400 continuously updated newswires. All major daily and some weekly business newspapers	via myBU Library tab 'Databases' link
Fame	This database provides the financial accounts and management details of over 1,400,000 actively trading public and private British companies.	via myBU Library tab 'Databases' link
Global Market Information Database (GMID)	Euromonitor's portfolio of statistical and full text analysis. Organised into eight fully searchable databases covering country data, consumer lifestyles, consumer market sizes, forecasts, companies and brands, major market profiles, Euromonitor market research reports and information sources.	via myBU Library tab 'Databases' link
International Directory of Market Research Organisations	An international directory of market research organisations, searchable by speciality or country	www.imriresearch.com
International Marketing Data and Statistics	Range of current and time-series marketing information for each of the countries in Asia, Africa, Oceania and the Americas. 1993 –	Shelf mark: F&S 658.834 INT Located at BH Library
Market Research Abstracts	Abstracts from scholarly journals/conference proceedings in marketing research.	via myBU Library tab 'Databases' link
Marketing	Weekly journal.	Latest issues in newspapers area archive via myBU Library tab 'E-journals' link
Marketing Handbook	Directory of marketing contacts.	www.marketinghandbook.co.uk/
Marketing Week	Weekly journal specialising in marketing media and advertising. 1991 –	Latest issues in journals area archive via myBU Library tab 'E-journals' link
Mintel	UK market research reports on consumer products, the consumer finance market, and leisure and retail markets.	via myBU Library tab 'Databases' link
National Readership Survey	Detailed analysis of UK reading habits including sections on other media exposure.	www.nrs.co.uk
OECD Main Economic Indicators.	Economic time-series data, including graphs and tables of data from the 25 OECD member countries.	www.SourceOECD.org/database/mei
Office of National Statistics (ONS)	The government's statistics website. For specific publications search by the title of the publication you require, e.g. Consumer Trends, Economic Trends, Family Spending, General Household Survey, etc.	www.statistics.gov.uk
Quarterly Panorama of European Industry	A tool to follow the evolution of the short-term trends of the European economy in the industrial, construction, trade and other service sectors.	via Eurostat http://epp.eurostat.ec.europa.eu/
RAJAR.	Radio Audience Research.	www.rajar.co.uk Shelf mark: SCR 384.540941 RAD
Thomson Analytics	Detailed price and financial information for over 45,000 UK and International companies.	via myBU Library tab 'Databases' link
UK Media Yearbook	Facts and figures on all aspects of the UK Media.	Shelf mark: 070.094 UKM

Contact Details

Bournemouth House Library

19 Christchurch Road, Bournemouth BH1 3LH UK
 For information and subject advice:
 Tel: +44 (0) 1202 965959.

Also at The Sir Michael Cobham Library:

Additional Learning Needs Service: Tel: +44 (0) 1202 965663
 Learning Support Reception Desk: Tel: +44 (0) 1202 965663
 Language Centre Advice: Tel: +44 (0) 1202 965300
 IT Service Desk: Tel: +44 (0) 1202 965515

The Sir Michael Cobham Library

Talbot Campus, Fern Barrow, Poole, BH12 5BB, UK
 For information and subject advice:
 Tel: +44 (0) 1202 965959.

United Kingdom National Accounts (The Blue Book)	Provides detailed estimates of UK National Product, Income and Expenditure.	via www.statistics.gov.uk
World Advertising Resource Centre (WARC)	Database of articles, case studies and research reports	via myBU Library tab 'Databases' link
Yellow Pages	Classified telephone directory.	www.yell.co.uk

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 July 2009

Consumer Research Data

- Census Datasets
- European Marketing Data and Statistics
- International Marketing Data and Statistics
- National Readership Survey
- ONS publications:
 - Consumer Trends
 - Family Spending
 - General Household Survey
 - Social Trends

Magazines for Topical Information

- Admap
- Campaign
- Marketing
- Marketing Week

Economic Research Data

- Eurostat
- International Marketing Data and Statistics
- UK National Accounts
- OECD Main Economics Indicators
- ONS publications:
 - Annual abstract of statistics
 - Economic Trends
 - Monthly Digest of Statistics
 - Regional Trends

Market Research Reports

- Global Market Information Database
- Mintel

Useful Magazines Advertising / Promotional Material

Audience Research

- BARB
- National Readership Survey
- RAJAR

Advertising Spend

- ACNielsen MMS

See also Subject Guides:

- Advertising and Marketing
- Film, Television and Radio
- Public Communication

Agency Information

- Advertisers Annual
- Advertising Statistics Yearbook
- WARC

Circulation Figures

- Advertisers Annual
- Advertisers Statistics Yearbook
- BRAD
- Audit Bureau of Circulation

Finding Useful Organisations

- Directory of British Associations
- International Directory of Market Research Organisations
- Marketing Handbook

Overview of Industry / Market / Product

Sources

- Mintel
- Quarterly Panorama of European Industry
- UK National Accounts (The Blue book)

Databases

- Business Insights
- Business Source Premier
- Emerald
- Factiva

Product Brand Analysis

- Brand Strategy
- Dictionary of Trade Name Origins
- Encyclopaedia of Consumer Brands and their Owners
- Yellow Pages

Competitor Analysis

- Amadeus
- Fame
- Thomson Analytics

See also Subject Guides:

- Finding Information on British Companies
- Finding Information on Overseas

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