

Assignments:

Student marketing audit or marketing research paper.

Format:

Single 45-100 minute in-class session.

Learning Outcomes:

After the session, students will be able to...

- Identify different types of business information
- Articulate the value of company information and how it relates to access
- Find relevant background information, statistics and data for their company

Activities:

Course Guide: <http://library.spalding.edu/MKT240>

1. Speed Dating with a Business Source

Directions: Small groups will receive a printed copy of a business source (company investor report, analyst report, consumer survey, case study, etc.). Students will try to name the source and write observations about it. After 3 minutes, sources will rotate among the groups, and we will discuss our findings as a class.

2. "The Price is Right"

Directions: Sources from the previous activity will be posted or projected on the board. Groups will be given a price tag with different estimated costs to assign to each source. As a class, discuss why company/industry information might be proprietary and difficult to access.

3. Independent Searching

Directions: The rest of the session will be spent searching for relevant information on their company using Statista, Business Insights, and other relevant databases. The librarian will meet with each student and advise as needed.

Assessment:

At the end of the session, students will write for one minute on the following prompt:

"How do marketing researchers find credible information about their subjects? How is this process unique? What are some advantages and limitations?"