

### Scope Statement:

This subject guide is aimed at the state employees who fulfill a marketing or public relations role in their agency or department as well as those wishing to learn more about marketing resources available through the State Library of Ohio. Additionally, state employees can contact the State Library for more information about available services, reference help and publications at 614-644-7051 or [refhelp@library.ohio.gov](mailto:refhelp@library.ohio.gov).

### Electronic Collections:

- **EBSCO- Business Source Complete:** Provides full text journals in all disciplines of business, including marketing, management, MIS, POM, accounting, finance and economics. Additional full text, non-journal content includes financial data, books, monographs, major reference works, book digests, conference proceedings, case studies, investment research reports, industry reports, market research reports, country reports, company profiles, SWOT analyses and more.
- **OhioLINK- Electronic Journal Center (EJC):** Full text of 7000+ research journals.

### eJournals/eBooks:

Title	Collection	From
<a href="#">Admedia</a>	Business Source Complete (EBSCO)	1999
<a href="#">Advertising Age</a>	Business Source Complete (EBSCO)	1996
<a href="#">Advertising and Society Review</a>	EJC	2001
<a href="#">Adweek</a>	Business Source Complete (EBSCO)	2004
<a href="#">Brandweek</a>	Business Source Complete (EBSCO)	1994
<a href="#">Journal of Consumer Culture</a>	EJC	2001
<a href="#">Journal of Consumer Marketing</a>	EJC	1994
<a href="#">Journal of Marketing</a>	Business Source Complete (EBSCO)	1936
<a href="#">Journal of Marketing Research</a>	Business Source Complete (EBSCO)	1964
<a href="#">Journal of Public Policy and Marketing</a>	Business Source Complete	1982
<a href="#">Marketing News</a>	Business Source Complete (EBSCO)	1972
<a href="#">Marketing Research</a>	Business Source Complete (EBSCO)	1989
<a href="#">Public Relations Quarterly</a>	Business Source Complete (EBSCO)	1965

### Federal and Commercial Websites:

- **Public Relations Society of America** (<http://www.prsa.org/>): Chartered in 1947, the Public Relations Society of America (PRSA) is the world's largest and foremost organization of public relations professionals. PRSA provides professional development, sets standards of excellence and upholds principles of ethics for its members and, more broadly, the multi-billion dollar global public relations profession.
- **American Marketing Association** (<http://www.marketingpower.com/>): The American Marketing Association (AMA) is the largest marketing association in North America. It is a professional association for individuals and organizations involved in the practice, teaching and study of marketing worldwide. It is also the source that marketers turn to every day for information/resources, education/training and professional networking. AMA members are connected to a network of experienced marketers over 30,000 strong and include leading marketing academics, researchers and practitioners from every industry.
- **Current Industrial Reports** (<http://www.census.gov/manufacturing/cir/index.html>): The Current Industrial Report (CIR) program has been providing monthly, quarterly, and annual measures of industrial activity for many years. The primary objective of the CIR program is to produce timely, accurate data on production and shipments of selected products. The data are used to satisfy economic policy needs and for market analysis, forecasting, and decision-making in the private sector.

- **Market Research Portal** (<http://www.marketresearchworld.net>): Market Research World (MRW) previously Market Research Portal (MRP) offers a host of online resources and research related articles relevant to market research buyers, researchers, newcomers to the industry, students and individuals with an interest in the market research industry.
- **Trendwatching** (<http://trendwatching.com>): One of the world's leading trend firms, trendwatching.com scans the globe for emerging consumer trends. We report on our findings in free, monthly Trend Briefings, which get sent to 160,000 subscribers, and through our Premium Service.

### **New Books at the State Library:**

- The social media strategist : build a successful program from the inside out by Christopher Barger
- Likeonomics how to establish influence, create passionate customers, and become the most trusted expert in your field by Rohit Bhargava
- Platform : get noticed in a noisy world by Michael Hyatt
- A guide to successful consulting : with forms, letters and checklists by Steven C. Stryker

### **Library of Congress Classification/Dewey Classification:**

- Library of Congress: HE- Transportation and Communication; NE- Print Media; NC- Drawing and Design
- Dewey Decimal System: 384- Communications and Telecommunications;

### **Search Terms:**

- Marketing
  - Branding
  - Merchandising
- Public Relations
  - Press Conferences
  - Press Releases
- Publicity
- Advertising