

**Marketing**  
**Blackhawk Technical College Library**  
**2015 – 2016**



## **Periodicals**

*Marketing News*  
*Sales and Marketing*

## **Online Databases**

### **A to Z the USA**

- Provides information on states, counties, and cities of the United States and its territories
- Includes demographic data, maps, flags, photos and facts.
- Can be accessed through the library web page under Search for Books and Audio Visual Materials

### **BadgerLink**

- Includes a broad range of information sources, especially periodical indexes, WISCAT and WorldCat catalogs and other reference resources.
- Can be accessed at the library's home under "Online Reference Materials"
- Wisconsin residents can link directly at: <http://www.badgerlink.net>

### **Business and Company Resource Center (Gale Infotrac)**

- Includes company profiles, brand information, rankings, investment reports, company histories, chronologies and periodicals.
- Accessed through the library web page under Search for Articles
- [Business and Company Resource Center](#)

### **Career and Technical Education (ProQuest)**

- Emphasis on trade journals
- Full text articles include those from *Marketing*; *Marketing Week*; and *Target Marketing*
- Accessed through the library web page under Search for Articles
- [Career and Technical Education](#)

### **Films on Demand**

- Under the subject, Business & Economics, there is a section on Marketing with 163 films.
- Includes + 22,000 films, viewable on your computer
- To access this, open the link, [Films on Demand](#), located on the library's main web page or through Search for Books and Audio Visuals.

## LexisNexis Academic

- Information from a wide variety of news sources, such as TV and radio broadcast transcripts, newspapers, and news wire services
- It also has sections focusing on legal and business information and another section on Company information which includes more than 40 million companies.
- Open library web page, then Search for Articles.
- [LexisNexis Academic](#)

## Internet Resources

Market Segmentation: A Guide to Sources of Information

<http://www.loc.gov/rr/business/marketing>

Comprehensive collection of links to marketing information.

Advertising World

<http://advertising.utexas.edu/world>

This collection of advertising-related links on the Web bills itself as the “ultimate marketing communications directory.”

American Demographics Magazine

<http://demographics.com>

Presents marketing information and archives to [American Demographics](#) and [Marketing Tools](#).

The Electronic Commerce Guide

<http://ecommerce.internet.com>

Mecklermedia, which publishes internet-related magazines, produces this combination of articles, news and web-links related to electronic commerce on the web.

Know This Marketing Virtual Library

<http://www.knowthis.com>

Provides a helpful search screen plus topics in the area of marketing research.

## Relevant call numbers

<b>HF 5387</b>	Business Ethics
<b>HF 5410—HF 5417.5</b>	Marketing - Distribution of products
<b>HF 5419—HF 5422</b>	Wholesale trade
<b>HF 5428—HF 5429.6</b>	Retail trade
<b>HF 5801—HF 6182</b>	Advertising

