This week’s assignments require the use of ARTICLES from the library’s full-text databases. There are two main types of databases accessible in the library, through “FIND ARTICLES & BOOKS.” Keep in mind that the most popular databases for marketing articles are:

- ABI Inform Global
- Academic Search Premier (EBSCO)
- Business Source Elite (EBSCO)
- Business Source Premier (EBSCO)

Unlike with the Unit 1 DB, we will be focusing on these databases that contain articles **rather than** those with reference materials. Please **do not** use databases that contain books like the Ebook Collection (EBSCO) of Safari Books Online (Proquest).

To access these databases, click:

- **LIBRARY**
- **Find Articles and Books**
- **Select one of the Databases:**
  - ABI Inform Global
  - Academic Search Premier (EBSCO)
  - Business Source Elite (EBSCO)
  - Business Source Premier (EBSCO)
- **Enter your search terms at the top of the page**
- **Results will appear below.**

*****To learn more about finding articles in the Library, click on **Research Guides** under **Learn More** located on the left side of the Library page. Scroll down and click on **Marketing Information Resource Guide*******
Unit 3 Discussion Board

Suggested search terms:
- "product" (product you selected) AND marketing
- "product" AND product development
- "product" AND attributes
- marketing AND product development

Unit 3 Individual Project

Suggested search terms:
- “product” (product you selected) AND marketing channels
- “product” AND distribution
- marketing channel

Background on Course Research Requirements

In the business world it is important to use research to strengthen points that you make in presentations and projects. Some assignments will specify particular resources that must be used for the assignment. Marketers must learn to be great researchers using a variety of sources.

As a college student, you must steer away from inferior websites with anonymous writers, articles found on consultant websites, materials on sites like QuickMBA.com, MarketingProfs.com, etc. Think of classes this way...you decided to work toward a college degree, why would you rely on what you ALREADY knew before you started the program...shouldn't you ADD to your knowledge base by going out & researching?

You are not permitted to use Wikipedia or any open source website in this course.
The goal is for you to acquire new research skills in this class. Almost everyone is adept at an internet search, but most of you are not yet comfortable using the AIU library. This month, you will have the opportunity to discover what a great resource you may have been missing.