Research Tips for Marketing Environment and Strategy

Course guide: guides.libraries.psu.edu/berks/____________________

Demographic Information
1. Access U. S. Census Bureau
2. Select Pennsylvania from the Quick Facts menu
3. Search for Reading and select Reading city, Pennsylvania
4. Compare demographic data for Reading and PA. What is notable to you? Be prepared to share!

Cultural and Economic Information
1. Watch the SimplyAnalytics demo. (Don’t click through - limited to 5 simultaneous users!)
2. Data variables are browsable and searchable. Make note of variables relevant to this marketing plan:

Competitive Information
1. Use Mergent Intellect advanced search to compile a list of companies in Reading, PA.
2. Document your list criteria – be prepared to share!
3. Use the guidelines under the Cite Reports tab to draft an APA style citation for your Mergent list.

Research Coach
Meet with a Thun reference librarian for tips on finding demographic, economic, competitive, and cultural information – and citing it in APA format!

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