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The Subject Librarian Newsletter, Marketing, Spring 2014

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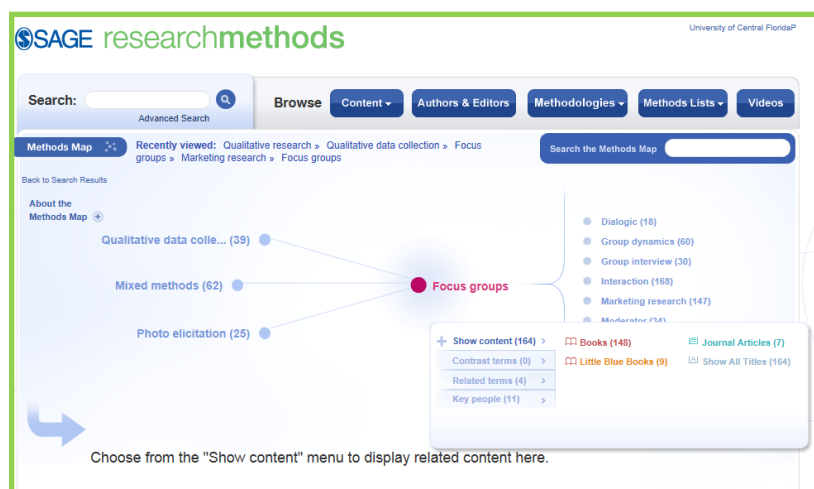


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Vendors' training materials.

Many databases UCF libraries subscribes to provide online tutorials, YouTube channels, informational pamphlets, or quick reference cards. For example, PsycINFO is a useful resource for scholars researching marketing topics, such as audiences, e-commerce, and brand loyalty. APA created [Topic Guides](#) (see inset), demonstrating sample searches and recommended Index Terms. You can print these off the website, or call and I'd be happy to bring some to your office.

Marketing & Advertising Resources in PsycINFO

PsycINFO®

Topics in PsycINFO of Relevance to Marketing & Advertising

PsycINFO is a research database published by the American Psychological Association. Marketing and advertising professionals can use it to learn more about topics such as consumer behavior, product design, and perceptions of advertising.

Sample Searches in Marketing & Advertising

Scenario: An e-commerce manager would like to learn more about what makes an online shopping experience satisfying.

Search: *Electronic Retailing AND Consumer Satisfaction*

Results: Articles on return shipping policies, customer retention strategies, and measurements of online service quality.

Scenario: An advertising executive would like to know more about how advertising impacts brand loyalties among consumers in their 20s and 30s.

Search: *Advertising AND Brand Preferences*, use the Age Group limiter to select *Young Adulthood (18 to 29 yrs) OR Thirties (30 to 39 yrs)*

Results: Articles on product placements in TV and movies, the use of celebrity endorsements, mobile advertising, and the impact of social media.

Scenario: A regional manager for a clothing chain would like to know more about how customers' emotions play into their shopping habits.

Search: *Emotions AND (Shopping OR Retailing)*

Results: Articles exploring the affect of the retail environment, such as atmosphere or number of other shoppers, and consumers' perception of pricing.

Discover. Connect. Create.

