

BROOKLYN



COLLEGE

Marketing Intelligence  
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Bus 50.2 Marketing  
Brooklyn College

### Objectives:

- enhance your ability to find information utilizing technology,
- develop your ability to gather secondary data, and
- strengthen your POWERPOINT skills.

### Project Overview: Marketing Intelligence

#### Articles

Gather 50 articles about your brand during (1997 – 2007)

Download the articles or copy/paste the full-text article into WORD

Submit both an electronic copy **and** paper copy

#### Logos / Symbols

Get an electronic version of your logo / symbol for your

- corporate brand
- master brands (5-10)
- sub brands (5-10)

Copy the logos and paste into POWERPOINT and save on a disk **and** print

\* You should be able to get the logos at the corporate brand or master brand websites. The image should just be the logo / symbol itself. Many websites have **Brand Galleries** and may also be contained in the **Media Room** or **Press Relations** since often electronic versions of their logos are often requested. You can download the logo and save to the disk and then copy and paste into POWERPOINT. Otherwise search Google Images.

### Research Methodology:

This **assignment mainly involves searching databases** that store articles from 100's of different publications.

You can access the Brooklyn College library databases on campus **and** from home at the link below.

<http://dewey.brooklyn.cuny.edu/resources/databases.jsp>

In order to login from home you only need your bc email address and student id #. When logging in your Login is the first part of your bc email address. In other words, the part to the LEFT of the @ sign. Your password is your student id #



You can get your Brooklyn College Student Email username and password online at the BC WebCentral Portal <<http://portal.brooklyn.edu/>>. In the "My BC Info" tab you will find your student email ID. Your email password is your student ID (SS#) number.

If you need help, contact the Public Computing Lab in the WEB Building: Call (718) 951-5787

You may need to validate your student id at the library to access the databases. Just tell them you want to access the databases from home and they will scan your id card. However, try to access the databases first. You may already be validated.

You have to get the **FULL TEXT** articles and save it to a CD. If the article is very long...just print the first 5 pages, but copy the entire article to a CD.

Create and print a file called **References** and list the name of the articles, name of the publications, the dates of the article, and the e-journal link. Also include the names of the files on your disk

Below are some great sources of articles. These are databases that store articles from a variety of publications.

[Business & Company Resource Center](#) [Business Source Complete](#) [Business Source Premier](#)

[Lexis-Nexis Academic Universe](#) [Wall Street Journal](#) [New York Times](#) Emerald

- **Submit a paper copy and electronic copy of your articles and logos**

Please contact me with any questions.