

Exam Papers

The Library makes available print versions of exam papers for the last three years. These are held behind the Library desk and can be borrowed for a one hour loan period. Electronic versions of exam papers are available through Blackboard.

Electronic Resources

Databases

The Library subscribes to a number of Internet databases. The databases most relevant to Marketing are as follows:

Academic Search Premier

Multi-disciplinary database containing full-text for nearly 4,500 journals including more than 3,600 peer-reviewed titles.

Business Source Premier

Full-text database covering all the major business areas dating back as far as 1922.

Datamonitor 360

Combines the content of the Business Insights and Marketline databases. Data includes company and country intelligence, product and industry information.

Emerald Full-Text

Access to 127+ journals from MCB University Press. Subjects include Business, Education & Training etc.

Industrial Relations News

A weekly Irish publication covering industrial and employee relations issues.

Infotrac General One File

A multi-disciplinary database of articles from over 10,000 journals, magazines and newspapers. The database is updated daily, and contains millions of items, of which approximately 60% are in full text.

JSTOR

Is an archive of academic journal back issues in the areas of business, education and law. There are 112 titles in the collection.

LexisNexis Company Dossier

Detailed analysis and reports on UK and international companies.

LexisNexis News & Business - provides access to online news and business sources including Irish newspapers.

Regional Business News

Comprehensive coverage for regional US business publications.

Science Direct

Full-text access to journals in the areas of Business, Economics and Social Science.

Web of Science

Access to three indexing & abstracting databases: Science Citation Index, Social Sciences Citation Index and Arts & Humanities Citation Index.

Wiley Online Library - allows citation/abstract searching of a broad multidisciplinary collection including Marketing.

WARC: World Advertising Research Centre

Premier resource for marketing, advertising and communications. Contains case-studies, academic papers etc

The majority of the above listed databases can be accessed from outside I.T Carlow. Users will be asked for their name/library membership number or for a specific login/password. Please contact Library staff for the relevant passwords.

In addition, we have identified some relevant freely available databases.

All of the above databases can be accessed via the Marketing subject portal page available at:
http://www.library.itcarlow.ie/screens/marketing_subport.html

Need more help?

If you have any difficulty in using any of these resources, please contact your Subject Librarian.

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Institute of Technology, Carlow

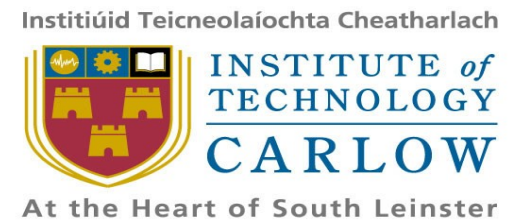
Kilkenny Road

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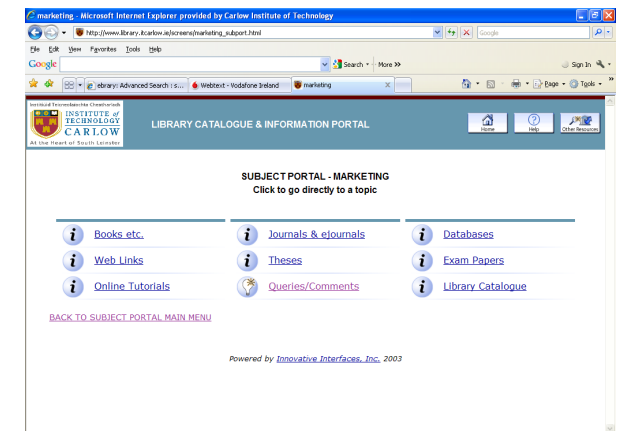
Fax: 059 - 917 5005

Email: library@itcarlow.ie



Library Guide

Marketing



<http://www.library.itcarlow.ie>

Marketing

Introduction

Welcome to the Library service of the Institute of Technology, Carlow. The services provided by the Library include book lending, individual and group study facilities, photocopying, information retrieval service and access to a range of online databases.

The Library holds a broad range of resources both printed and electronic to support the subject area of Marketing. These include books, journals, case studies, databases, official publications, newspapers and various other items.

To facilitate the research process, this guide provides a brief outline of how to search for these different types of material.

Subject Portal

The library website provides access to the Marketing subject portal page. This page provides useful access points to the relevant resources available through the Library.

The Marketing subject portal page can be accessed at:
http://www.library.itcarlow.ie/screens/marketing_subport.html

Web OPAC (Library Catalogue)

The Library catalogue is the starting point for locating information on a particular subject. It is a searchable listing of all materials held in I.T. Carlow libraries. Users can search this listing under a variety of search terms such as Author, Title, Journal Title, Subject, Keyword, Combine Author/Title, ISBN, Shelf number or series. The online library catalogue also acts as an information portal to quality web-based resources, e-journals and databases.

The Library catalogue can be accessed at:
<http://www.library.itcarlow.ie/>

Books

Books are arranged by subject according to the Dewey Classification System. Each book in the Library is assigned a Dewey shelf number that identifies its subject matter. This number can be found on the spine of the book.

The following is a broad outline of the Dewey numbers that are relevant to Marketing:

302.2	Communications
650.072	Research Methods
651.7	Business Communications
658	Management
658.3	HRM
658.8	Marketing
658.8	Services Marketing
658.8	Marketing Management
658.802	Marketing Communications
658.823	Packaging Design
658.83	Marketing Research
658.8342	Consumer Behaviour
658.848	International Marketing

The book collections are divided into three categories. The general lending book collection is located on the ground floor (Stack 1-8). Items from this collection can be borrowed for a loan period of one week.

The short loan collection is located on the ground floor (Stack 9). This collection contains items that are in high demand and can be borrowed for a period up to 48 hours.

The Reference collection is located on the ground floor (Stack 14-16) and contains items such as dictionaries, encyclopaedias, directories and handbooks. This collection also holds textbooks that are in high demand and are for library use only.

E-Books

The Library subscribes to a number of e-book platforms which are relevant for Marketing. These include:

- The EBrary e-book platform covers all subject areas, providing access to over 50,000 titles.

- Emerald Social Sciences E-books.
- SAGE Handbook Collection: covers areas such as Business & Management, Communication & Media Studies etc

These can be accessed via the Internet Databases listing at:
<http://www.library.itcarlow.ie/screens/dbasesnew.html>

Journals

The Library subscribes to a number of print journal titles in the area of Marketing. The current year's journals are located in Stack 17 on the ground floor beside the Reference collection. Back issues of Marketing journals are located in the Journal Archive section (Stack 9-13).

Journals are often a source of the most current information on a topic and are arranged in subject order like books using Dewey shelf numbers.

E.g. 658.8 Marketing Week

E-Journals

Apart from the print journals to which the library subscribes, there are over 25,000 journal, newspaper and magazine titles available in full-text to IT Carlow users via subscriptions to online databases. Off-campus access to these resources is also available to all staff and registered students of the Institute. The library E-journal Portal is provided by Serials Solutions, an electronic resources management system. This allows the library user to search all the library's electronic journals simultaneously. This search facility operates at journal title level only and not at article level.

Serial Solutions can be accessed from the Library home page at:
<http://nu6tz2wf4g.search.serialssolutions.com/>