

**Wellehan Library  
Saint Joseph's College  
Library Instruction Session  
Introduction to Marketing (MK 201)**

A trade publication is a periodical that focuses on the interests of a trade or industry. Trade publications also include these characteristics:

- Authors are specialists in their trade or industry.
- References are often not cited formally.
- People working in a trade or industry are the intended audience.
- Usually, there is no peer review process.
- Articles provide practical information to people in an industry.
- Some illustrations may be included.
- Industry jargon is often used.

Marketing related trade publications and journals found in *Business Source Premier* Database available through Saint Joseph's College:

<u>Advertising Age</u>	1996-Present
<u>Adweek</u>	1996-Present
<u>Brand Strategy</u>	2001-Present
<u>Brandweek</u>	1994-Present
<u>Journal of Advertising</u>	1972-Present
<u>Journal of Advertising Research</u>	1965-Present
<u>Journal of Consumer Behavior</u>	2001-1 year ago
<u>Journal of Consumer Psychology</u>	1992-1 year ago
<u>Journal of Consumer Research</u>	1974-1 year ago
<u>Journal of International Marketing</u>	1993-Present
<u>Journal of Marketing</u>	1936-Present
<u>Journal of Marketing Research</u>	1964-Present
<u>Journal of Marketing Theory and Practice</u>	1992-Present
<u>Promo: The Magazine of Promotional Marketing</u>	2002-Present
<u>Sales and Marketing Management</u>	1994-Present

Business Databases:

***Business Source Premier*** provides the industry's most used business research database, providing full text for more than 2,300 journals, including full text for more than 1,100 peer-reviewed titles. *Business Source Premier* is superior to the competition in full text coverage in all disciplines of business, including marketing, management, MIS, POM, accounting, finance and economics.

***Business and Company Resource Center*** offers dynamic, accurate, and up-to-date topical business information and company and industry intelligence on thousands of global companies.

***Regional Business News*** provides comprehensive full text coverage for regional business publications. Regional Business News incorporates coverage of 75 business journals, newspapers and newswires from all metropolitan and rural areas within the United States.

*Academic Search Premier*, *LexisNexis* and *ProQuest Newspapers* also include resources appropriate for business research.

