



Colegio de San Juan de Letran
Dominican Avenue, Abucay, Bataan
Library and Media Services

RESEARCH GUIDE: MARKETING

TABLE OF CONTENTS

I. Scope Note

II. Search Aids

III. Information Resources

A. Library Resources

a. E-Books

b. E-Journals

c. E-Theses

B. Open Access

a. Free E-Books

b. Free E-Journals

c. Free E-Theses

C. Professional Organizations

D. Other Related Web Portals

E. Related Research Guides

IV. Tutorials

RESEARCH GUIDES

MARKETING

I. SCOPE NOTE

Administrative and social process through which individuals and groups obtain what they need and desire by the generation, offering and exchange of valuable products with their equals (Kotler). postcron.com (Google)

II. SEARCH AIDS (BT: Broader Term, RT: Related Term, NT: Narrow Term)

BT:

- Marketing

RT:

- Return of Investment
- Sales Funnel
- Subject Matter Expert
- Email Marketing
- Blog

NT:

- Management
- 4ps
- Market research
- Distribution
- Product development
- Case study
- Content marketing
- Digital marketing
- Inbound marketing
- Outbound marketing
- Key Performance Indicator
- Marketing Funnel

III. INFORMATION RESOURCES

A. LIBRARY RESOURCES

Note: For the appropriate access credentials, please contact the Letran Bataan Library

➤ E-BOOKS

- Theobald, Theo. (2013). Chapter 10: Developing relevance via marketing and sales (1st edition ed.). London: Kogan Page Ltd. Retrieved from <https://www.proquest.com/books/chapter-10-developing-relevance-via-marketing/docview/1808025936/se-2?accountid=19054>
- Williams, Lynn. (2008). Chapter 09. questions for sales and marketing jobs (2nd ed. ed.). London: Kogan Page Ltd. Retrieved from <https://www.proquest.com/books/chapter-09-questions-sales-marketing-jobs/docview/276426367/se-2?accountid=190548>
- Rowson, Pauline. (2009). Part 2: Using Marketing Techniques-Chapter 11: Email marketing. Richmond: Crimson Business Ltd. Retrieved from <https://www.proquest.com/books/part-2-using-marketing-techniques-chapter-11/docview/633053711/se-2?accountid=190548>
- Kourdi, Jeremy. (2009). Chapter 58 – Business-to-Business Marketing. London: Marshall Cavendish International (Asia) Pte Ltd. Retrieved from <https://www.proquest.com/books/chapter-58-business-marketing/docview/817590124/se-2?accountid=190548>
- Robertson, Andi. (2009). Chapter two: How Does Marketing Work? What are the Roles Within the Industry?. Richmond: Crimson Business Ltd. Retrieved from <https://www.proquest.com/books/chapter-two-how-does-marketing-work-what-are/docview/607897756/se-2?accountid=190548>
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- Haneberg, Lisa. 10 Steps to Be a Successful Manager. Alexandria: Association for Talent Development, 2007. ProQuest. <https://search.proquest.com/docview/893909308?accountid=190548>
- Kourdi, Jeremy. 100 Great Business Ideas : from Leading Companies Around the World. 91-93. London: Marshall Cavendish International (Asia) Pte Ltd, 2009. ProQuest. <https://search.proquest.com/docview/817590101?accountid=190548>
- Steffan, Belinda. Essential Management Accounting : How to Maximise Profit and Boost Financial Performance. London: Kogan Page Ltd, 2008. <https://search.proquest.com/docview/357135586?accountid=190548>
- Business Strategy and Objectives. In Business Analysis Techniques : 72 Essential Tools for Success. 1-24. Swindon: BCS Learning & Development Limited, 2010. ProQuest. <https://search.proquest.com/docview/619741417?accountid=190548>
- Hindle, Keith. Business Analysis. London: BCS Learning & Development Limited, 2010. ProQuest. <https://search.proquest.com/docview/1016256362?accountid=190548>
- Whiting, Ian. Start Your Own Business 2010 : The Ultimate Step - By - Step Guide. 83-101. Richmond: Crimson Business Ltd, 2010. ProQuest. <https://search.proquest.com/docview/616782544?accountid=190548>

➤ E-JOURNALS

- Marketing Intelligence & Planning. <http://dx.doi.org/10.1108/02634500610711888>
- Education & Training. <http://dx.doi.org/10.1108/ET-02-2021-0038>
- Journal of Marketing. <http://dx.doi.org/10.1509/jmkg.68.1.109.24030>

- Strategic Direction. <https://www.proquest.com/scholarly-journals/when-marketing-is-everyones-business/docview/1655515348/se-2?accountid=190548>
- Journal of Small Business and Enterprise Development. <http://dx.doi.org/10.1108/JSBED-09-2014-0153>
- The Journal of Management Development. <http://dx.doi.org/10.1108/JMD-12-2016-0334>
- Asia Pacific Journal of Marketing and Logistics. <http://dx.doi.org/10.1108/13555851111183129>
- Business Perspectives and Research. <http://dx.doi.org/10.1177/2278533719860036>
- International Journal of Management Research and Reviews. <https://search.proquest.com/docview/1491899318?accountid=190548>
- Journal of Business & Management. <http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=138230265&site=ehost-live>
- Marketing Science. <https://doi.org/10.1287/mksc.2017.1066>
- Logistics & Transport. <http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=117340609&site=ehost-live>

➤ E-THESES

- Felix, Leilani. (2021). Effective E-commerce marketing strategies for small online retail businesses: An exploratory case study (Order No. 28498455). Available from ProQuest Central. (2543429596). Retrieved from <https://www.proquest.com/dissertations-theses/effective-e-commerce-marketing-strategies-small/docview/2543429596/se-2?accountid=190548>
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 - Soussa, Anwar. (2002). Marketing in developing countries: An audit of the state of marketing activities and marketing orientation. Available from ProQuest Central. <https://search.proquest.com/docview/305480129?accountid=190548>
 - Bahadir, Suleyman Cem. (2007). Essays on marketing investments and brand performance. Available from ProQuest Central. <https://search.proquest.com/docview/304746698?accountid=190548>
 - Lai, Lily Yi-Ting. (2006). Influential marketing: A new direct marketing strategy addressing the existence of voluntary buyer. Available from ProQuest Central. <https://search.proquest.com/docview/304942532?accountid=190548>
 - Kulp, Steven C. (2007). Advertising amongst ourselves: A qualitative study of viewer attitudes towards viral marketing. Available from ProQuest Central. <https://search.proquest.com/docview/304830519?accountid=190548>
 - Sum, Ka-man. (2007). Market orientation and the use of internet as a relationship marketing tool in service industries. Available from ProQuest Central. <https://search.proquest.com/docview/304717458?accountid=190548>

B. OPEN ACCESS

➤ FREE E-BOOKS

- Maison, Dominika. (2019). Qualitative Marketing Research: Understanding Consumer Behaviour. New York: Routledge. <https://www.pdfdrive.com/qualitative-marketing-research-understanding-consumer-behaviour-e189884444.html>
- Diamond, Stephanie. (2019). Digital Marketing All-in-One For Dummies. New Jersey: : John Wiley & Sons, Inc. <https://www.pdfdrive.com/digital-marketing-all-in-one-for-dummies-e188633152.html>
- Tomczak, Torsten. (2018). Strategic Marketing: Market-Oriented Corporate and Business Unit Planning. Germany: Springer. <https://www.pdfdrive.com/strategic-marketing-market-oriented-corporate-and-business-unit-planning-e182568765.html>
- Adhikari, Atanu. (2018). Strategic Marketing Issues in Emerging Markets. Singapore: Springer. <https://www.pdfdrive.com/strategic-marketing-issues-in-emerging-markets-e189257286.html>
- Hooley, Graham. (2017). Marketing Strategy & Competitive Positioning, 6th ed. United Kingdom: Pearson Education Limited. <https://www.pdfdrive.com/marketing-strategy-and-competitive-positioning-e158049508.html>
- Mothersbaugh, David L. (2016). Consumer Behavior: Building Marketing Strategy, 13th ed. USA: McGraw-Hill Education. <https://www.pdfdrive.com/consumer-behavior-building-marketing-strategy-e188644737.html>

- Ryan, Damian. (2014). Understanding Digital Marketing: Marketing strategies for engaging the digital generation, 3rd ed. Great Britain/USA: Koganpage. <https://www.pdfdrive.com/understanding-digital-marketing-marketing-strategies-for-engaging-the-digital-generation-e185319282.html>
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- Smith, Scott M. (2013). Basic Marketing Research: Building your Survey. Utah: Qualtrics Labs, Inc. <https://www.pdfdrive.com/basic-marketing-research-e32548992.html>
- Kotler, Philip. (2017). Marketing 4.0: Moving from traditional to Digital. New Jersey: John Wiley & Sons, Inc. <https://www.pdfdrive.com/marketing-40-moving-from-traditional-to-digital-e158411149.html>
- Perreault, William D. (2012). Essentials of Marketing: A Marketing Strategy Planning Approach. 13th ed. New York: McGraw-Hill/Irwin. <https://www.pdfdrive.com/essentials-of-marketing-d185893821.html>
- Stone, Marilyn A. (2007). Fundamentals of Marketing. Oxon: Routledge. <https://www.pdfdrive.com/fundamentals-of-marketing-d44260984.html>

➤ FREE E-JOURNALS

- International Journal of Information Management. <https://doi.org/10.1016/j.ijinfomgt.2020.102168>
- Journal of Business Research. <https://doi.org/10.1016/j.jbusres.2021.06.020>
- Journal of Interactive Marketing. <https://doi.org/10.1016/j.intmar.2020.04.006>
- Procedia Manufacturing. <https://doi.org/10.1016/j.promfg.2020.03.090>
- Procedia Computer Science. <https://doi.org/10.1016/j.procs.2019.11.164>
- International Journal of Research in Marketing. <https://doi.org/10.1016/j.ijresmar.2019.08.001>
- Journal of Commodity Markets. <https://doi.org/10.1016/j.jcomm.2019.100113>
- International Journal of Research in Marketing. <https://doi.org/10.1016/j.ijresmar.2019.08.001>
- Australasian Marketing Journal (AMJ). <https://doi.org/10.1016/j.ausmj.2019.09.004>
- International Journal of Research in Marketing. <https://doi.org/10.1016/j.ijresmar.2017.01.002>
- Australasian Marketing Journal (AMJ). <https://doi.org/10.1016/j.ausmj.2019.07.002>
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- Swarts, KM. (2020). Relationship marketing: complex customer relationships in project-based markets. (Thesis). University of Tasmania. Retrieved from https://eprints.utas.edu.au/35254/1/Swarts_whole_thesis.pdf
- Kulmala, Arja. (2019). Content matters – How to make good content marketing: practitioners' views on creating winning content. (Master's Thesis). Tampere University. Retrieved from <https://trepo.tuni.fi/handle/10024/105657>
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- Viegas, Cristiano M. d. O. (2014). Marketing in entrepreneurship: the importance of an entrepreneurial marketing in new ventures. (Thesis). Technical University of Lisbon. <http://hdl.handle.net/10400.5/7933>
- Trajanovska, Adrijana. (2013). Leadership in network marketing: exploring the perspectives of leaders in network marketing companies. (Master's Thesis). Massey University. <http://hdl.handle.net/10179/5324>
- Freudenthal, Max. (2019). Marketing Transformation: A qualitative study on how companies should cope with an empowered customer in the digital era. (Thesis). Luleå University of Technology. <https://ltu.diva-portal.org/smash/get/diva2:1342397/FULLTEXT01.pdf>

C. PROFESSIONAL ORGANIZATIONS

- Data & Marketing Association. <https://dma.org.uk/>
- Corporate Event Marketing Association. <https://cemaonline.com/>
- Association of National Advertisers. <https://www.ana.net/>
- American Association of Advertising Agencies. <https://www.aaaa.org/>
- The Chartered Institute of Marketing. <https://www.cim.co.uk/>
- American Management Association. <https://www.amanet.org/>
- Professional Convention Management. <https://www.pcma.org/>
- American Marketing Association. <https://www.ama.org/>

- Legal Marketing Association. https://www.legalmarketing.org/join_lma
- eMarketing Association. <https://www.emarketingassociation.com/>
- Social Media Club. <https://socialmediacub.org/>
- National Association of Sales Professionals. <https://www.nasp.com/>

D. OTHER RELATED WEB PORTALS

- Linked In. <https://www.linkedin.com/company/smeiorg>
- Marketing Profs. <https://www.marketingprofs.com/>
- Robotic Marketer. <https://www.roboticmarketer.com/>
- Marketing Eye. <https://www.marketingeye.com.au/marketing-blog.html>
- Venngage. <https://venngage.com/blog/website-marketing/>
- Content Marketing Institute. <https://contentmarketinginstitute.com/>
- Marketo. <https://blog.marketo.com/>
- Event Marketer. <https://www.eventmarketer.com/>
- Chief Marketer. <https://www.chiefmarketer.com/>
- Marketing Sherpa. <https://www.marketingsherpa.com/>
- Marketing Profs. <https://www.marketingprofs.com/>
- Socialnomics. <https://socialnomics.net/>

E. RELATED RESEARCH GUIDES

- University of Washington Library. <https://guides.lib.uw.edu/tacoma/marketing>
- South Carolina University Libraries. <https://guides.library.sc.edu/c.php?g=410333&p=2794971>
- University of Queensland. <https://guides.library.uq.edu.au/marketing>
- Austin Community College Library. <https://researchguides.austincc.edu/marketing>
- Western Washington University Libraries. https://libguides.wvu.edu/sb.php?subject_id=62143
- Kent State University Libraries. https://libguides.library.kent.edu/marketing_research
- University of Newcastle Library. <https://libguides.newcastle.edu.au/marketing>
- Penn State University. <https://guides.libraries.psu.edu/marketing>
- Towson University. <https://towson.libguides.com/mktg>
- American University. <https://subjectguides.library.american.edu/c.php?g=175037&p=1154165>
- MIT Libraries. <https://libguides.mit.edu/marketing>
- University of Denver. <https://libguides.du.edu/marketing2800>

IV. TUTORIALS

- Think with the Google. <https://www.thinkwithgoogle.com/marketing-strategies/tutorials/>
- Marketing 91. <https://www.marketing91.com/marketing-tutorials/>
- Simpli Learn. <https://www.simplilearn.com/tutorials/digital-marketing-tutorial>
- Edureka. <https://www.edureka.co/blog/digital-marketing-tutorial/>
- Envato Tuts+. <https://design.tutsplus.com/categories/marketing>
- Search Engine People. <https://www.searchenginepeople.com/blog/how-to-make-good-tutorial-videos.html>
- Hostinger Tutorials. <https://www.hostinger.ph/tutorials/marketing>

- Active Growth. <https://activegrowth.com/tools/>
- Marketing Profs. <https://www.marketingprofs.com/resources/type/27/tutorials/>
- Tutorials Point. https://www.tutorialspoint.com/online_marketing/index.htm
- Lynda. <https://www.lynda.com/Marketing-training-tutorials/2058-0.html>
- Know This? <https://www.knowthis.com/marketing-tutorials/>

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