

Integrated Marketing Communications (IMC) Resources

Program Component	Suggested sources	How to find them...
General	Advertising Age's website News, columns, Data and Research. Look especially at Branded content section on left navigation bar.	http://www.AdAge.com/datacenter For id and password information email Ron(allenron@wustl.edu) or Margie(craigm@wustl.edu) If in the library, ask at the circulation desk.
Direct Marketing	Statistical Fact Book from the Direct Marketing Association. Includes Interactive media and email, plus some consumer demographics (PFD form)	On computers in library
Interactive/Internet	Reports from AdAge.com: <ul style="list-style-type: none"> □ Interactive Marketing and Media Fact Pack “Free 52-page guide to Interactive Marketing and Media, including demographics, advertisers, agencies, creative awards and more, in PDF format.” 360 Media Guide “Engaging customers in a multiplatform world” 	http://adage.com/images/bin/pdf/InteractiveFactPack06.pdf http://www.adage-360media.com/adage360/20061106/
Sales Promotion	Promo Magazine <ul style="list-style-type: none"> □ Incentive Performance Center Includes white papers, reports, benchmark studies 	http://promomagazine.com/ See especially research, special reports/white papers http://www.incentivecentral.org/
Public Relations	PRweek	http://www.prweek.com/us/ for some free content; also available in library through Business Source Premier database.
Personal Selling	BNET-online business library Commercially driven site, but includes content from Forrester Research, various universities as well as corporations.	http://jobfunctions.bnet.com Will be requested to register before you can download any articles Try using search box for topics like “word of mouth advertising”

For more help, please contact: Ron Allen (allenron@wustl.edu) or Madjid Zeggane (zeggane@wustl.edu).

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