

MARKETING: Tackling Your Situation Analysis Research		
Component	Search Suggestions	Location
Macro Market Situation	<ul style="list-style-type: none"> Information on the size, growth, and trends of the overall market and any relevant sub-segments of the market 	Industry surveys in: <ul style="list-style-type: none"> MarketLine (formerly Datamonitor) Passport Intel Article searches: <ul style="list-style-type: none"> Business Source Complete LexisNexis Academic Factiva
Competitive Situation	<ul style="list-style-type: none"> Strength and weakness of major competitors Success of various competitive strategies 	Individual company analysis: <ul style="list-style-type: none"> MarketLine (formerly Datamonitor) Hoover's IBIS World Article searches: <ul style="list-style-type: none"> Business Source Complete Factiva
Customer Situation	<ul style="list-style-type: none"> Description of target buyers or end users in demographic, psychographic, and lifestyle terms Target buyer/end user wants, needs, attitudes, and perceptions of category products and services Where target buyers/end users are located and how to reach them 	<ul style="list-style-type: none"> Demographics Now Passport Intel American Factfinder (U.S. Census) Statista
Advertising	<ul style="list-style-type: none"> Advertising Age's website contains information on the largest media companies, magazines, newspapers, national advertisers, marketers, executives, salaries, and more. AdSpender provides a top-level summary of the multi-media advertising marketplace, spanning five years of national summary spending trends accessible by industry, parent company, and brand. Data is available via customizable reports with easy data exporting abilities to popular spreadsheet programs. 	<ul style="list-style-type: none"> Ad Age Data Center (see library staff for id and password) AdSpender

Click [here](#) to access the proxy server. Visit our [webpage](#) for a full list of available databases. Need help? Contact Ron Allen (allenron@wustl.edu) or Madjid Zeggane (zeggane@wustl.edu). Updated 07/2015