## Promotion Plans:
### Tackling Your Situation Analysis Research

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| Macro Market Situation | • Information on the size, growth, and trends of the overall market and any relevant sub-segments of the market | Industry surveys in:  
  - MarketLine (formerly Datamonitor)  
  - Passport (GMID)  
  - Mintel  
  Article searches:  
  - Business Source Complete  
  - LexisNexis Academic  
  - Factiva |
| Competitive Situation | • Strength and weakness of major competitors  
  • Success of various competitive strategies | Individual company analysis:  
  - MarketLine (formerly Datamonitor)  
  - Hoover’s  
  Article searches:  
  - Business Source Complete |
| Customer Situation | • 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 |  
  - Demographics Now  
  - Passport (GMID)  
  - IBIS World  
  - Mintel  
  - American Factfinder (U.S. Census)  
  - Statista |
| Advertising | • Check Advertising Age’s website. It contains information on the largest media companies, magazines, and newspapers in the U.S., including the leading national advertisers and marketers, executive salaries, and more  
  • Ad$pender is another source; it provides a top-level summary of the multi-media advertising marketplace spanning five years of national summary spending trends, accessible by industry, parent company, and brand. |  
  - AdAge (See staff for login information)  
  - Ad$pender |

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