

<b>Promotion Plans: Tackling Your Situation Analysis Research</b>		
<b>Program Component</b>	<b>What to look for</b>	<b>Sources</b>
Macro Market Situation	<ul style="list-style-type: none"> <li>Information on the size, growth, and trends of the overall market and any relevant sub-segments of the market</li> </ul>	Industry surveys in: <ul style="list-style-type: none"> <li><a href="#">MarketLine</a> (formerly Datamonitor)</li> <li><a href="#">Passport</a> (GMID)</li> <li><a href="#">Intel</a></li> </ul> Article searches: <ul style="list-style-type: none"> <li><a href="#">Business Source Complete</a></li> <li><a href="#">LexisNexis Academic</a></li> <li><a href="#">Factiva</a></li> </ul>
Competitive Situation	<ul style="list-style-type: none"> <li>Strength and weakness of major competitors</li> <li>Success of various competitive strategies</li> </ul>	Individual company analysis: <ul style="list-style-type: none"> <li><a href="#">MarketLine</a> (formerly Datamonitor)</li> <li><a href="#">Hoover's</a></li> </ul> Article searches: <ul style="list-style-type: none"> <li><a href="#">Business Source Complete</a></li> </ul>
Customer Situation	<ul style="list-style-type: none"> <li>Description of target buyers or end users in demographic, psychographic, and lifestyle terms</li> <li>Target buyer/end user wants, needs, attitudes, and perceptions of category products and services</li> <li>Where target buyers/end users are located and how to reach them</li> </ul>	<ul style="list-style-type: none"> <li><a href="#">Demographics Now</a></li> <li><a href="#">Passport</a> (GMID)</li> <li><a href="#">IBIS World</a></li> <li><a href="#">Intel</a></li> <li><a href="#">American Factfinder</a> (U.S. Census)</li> <li><a href="#">Statista</a></li> </ul>
Advertising	<ul style="list-style-type: none"> <li>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</li> <li>AdSpender 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.</li> </ul>	<ul style="list-style-type: none"> <li><a href="#">AdAge</a> (See staff for login information)</li> <li><a href="#">AdSpender</a></li> </ul>

Need help? Contact Ron Allen ([allenron@wustl.edu](mailto:allenron@wustl.edu)) or Madjid Zeggane ([zeggane@wustl.edu](mailto:zeggane@wustl.edu)).  
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