Tips for Marketing 410/610 Team Project

Basic Search Strategies

1. Pick two words that are most important for your topic.
2. Search for them in one of the business databases (ABI/Inform or Business Source Premier).
3. Look through the titles on the first page of search results.
   a. If your first page of results doesn’t seem very relevant, try using a different word for one of your search terms or try adding a third search term.
   b. If you find a title that seems relevant and of interest, read the abstract. If it still seems useful, great! You can use their references section to find additional articles. You can also narrow your initial results further using the limit options on the left of the search results page. You can limit by scholarly articles, date, subject, and more.

How do I get to the business databases?

1. Start on the library home page, library.ndsu.edu
2. Click on “Databases.” From the “By Subject” dropdown list, select “Business.”
3. Click the database you want to use. If you are off campus, you will be asked to log in. The log in is the same as Blackboard (firstname.lastname and your password).

Anatomy of a Research Article

Abstract – outlines the main arguments and conclusions of the article

1. Introduction
   a. Literature review
   b. Conceptual/theoretical framework
2. Methods
3. Results
4. Discussion
5. Conclusion
6. References

For more information, see https://library.ndsu.edu/services/evaluating-articles

How could you apply the article’s findings to a challenge related to sustainability?
Advanced Search Strategies

Try using this process for developing your search strategy:

First, identify the key concepts or ideas contained in your topic.

<table>
<thead>
<tr>
<th>Sample Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>How can I design a sustainable package that will sell well?</strong></td>
</tr>
<tr>
<td>Three main concepts are contained in this topic statement:</td>
</tr>
<tr>
<td><strong>Concept 1:</strong> Package design</td>
</tr>
<tr>
<td><strong>Concept 2:</strong> Sustainability</td>
</tr>
<tr>
<td><strong>Concept 3:</strong> Consumer behavior</td>
</tr>
</tbody>
</table>

Now expand on these terms by listing alternative keywords for each concept including synonyms. These additional terms could be related terms that are either broader or more specific. Refer to recommended readings, your lecture notes, dictionaries, encyclopedias or textbook to obtain a better understanding of these concepts if needed.

<table>
<thead>
<tr>
<th>Concept 1</th>
<th>Concept 2</th>
<th>Concept 3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Package design</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Ascetic appeal</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Packaging</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Product design</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Sustainability</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Environmentally friendly</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Green</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Social responsibility</td>
<td></td>
<td></td>
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<tr>
<td>• Biodegradable</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Consumer behavior</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Consumer preference</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Sales</td>
<td></td>
<td></td>
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<tr>
<td>• Demand</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Consumer psychology</td>
<td></td>
<td></td>
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<tr>
<td>• Product selection</td>
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</tbody>
</table>

By using this process, you have now developed a list of keywords which you can use to more effectively search for information.

**Now try developing a concept chart for your topic (your topic may have 2-4 concepts):**

<table>
<thead>
<tr>
<th>Concept 1</th>
<th>Concept 2</th>
<th>Concept 3</th>
</tr>
</thead>
</table>

**Searching**

1. Go to a database like Business Source Premier or ABI/Inform.
2. Try a basic keyword search using words from the concept chart (i.e. package design sustainability consumer behavior).
3. Look at the title, abstract, and keywords to help you determine if an article will help you.
   a. If you are not seeing helpful articles, try searching with different keywords or with an AND/OR search phrase (see “Additional Search Tricks”) below.
   b. If you find some articles are more helpful than others, write down which subject terms they use that seem related to your topic:

4. Try searching using the subject terms of the articles you found most helpful using the Advanced Search. You can also limit your search on the left by type of journal (such as scholarly journals) or date.

Additional Search Tricks

- Use quotations around phrases: “Black Friday”
- Use an asterisk after a word root to find variations on that word: advertis* finds advertise, advertising, advertisements
- Use OR between synonyms: market* OR advertis*
- Use AND between different concepts: toy* AND cereal
- If combining AND/OR phrases, use parenthesis around OR phrases: (market* OR advertis*) AND (child* OR adolescent* OR kids)
- Search the thesaurus to find additional subject terms

Finding Additional Articles Using Your Theory

If you have your theory selected and need more articles that use or contest your theory, there are several ways you can search for additional articles:

1. Use a citation search. The theory section in your article will reference an article or articles that studied this theory. For example, “Nord and Peter (1980) provide examples of discriminative stimuli such as store signs…” The article will include the full citation at the end of the paper: Nord, W. R., & Peter, J. P. (1980). A behavior modification perspective on marketing. Journal of Marketing, 44(2), 36–47.
   a. You can search a business database for variations on this citation information to find other articles that include this same citation. For example, Nord Peter 1980
   b. You can use the database Web of Science to find articles that cite this article. From the library website, select “Databases.” Select “W” and “Web of Science.” From the drop-down options, select “Cited Reference Search.” Enter the reference information and click on “Search.”

2. Use a keyword search. You can include your theory as one of your concepts in your search strategy.
Additional Resources

If you are still trying to choose a theory, see this article for an overview of relevant theories and related articles:


If you need ideas for how to relate your topic to sustainability, read this chapter on sustainability and marketing and this review article on sustainability marketing research:


See “Presentation Videos” from the NDSU College of Business for great tips on preparing your group presentation: https://www.ndsu.edu/business/resources/undergraduates/links/.

Cite Your Sources

Remember to cite any information you obtained from a resource. If you don’t, that is called plagiarism and can earn you an “F” on an assignment. Use quotes if you are taking the direct wording used from a resource. Your professor requires APA citation format. For details on using this citation format, see https://owl.english.purdue.edu/owl/resource/560/01/. If you use a library database, you can often have the database create a citation for you.

I’m getting stuck…

Contact a librarian for help with your research! You can contact us via chat, phone, email, or in person: http://library.ndsu.edu/ask-us. For specialized business questions, contact Laura Trude at laura.trude@ndsu.edu or (701) 231-8462.