Marketing Research
Library Instruction

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Maag Library http://www.maag.ysu.edu
ALWAYS ASK FOR HELP!

- Visit the Reference Desk
- Call the Reference Desk
  (330) 941-3686
- Email a Librarian
- Instant Message a Librarian
- Contact Christine at (330) 941-3680 or cmadams02@ysu.edu

Maag Library home page, under Quick Links, click on Librarian Assistance
Markting & Advertising Subject Guide

- Maag Home Page → Subject Guide → Marketing/Advertising
- [http://maagblog.ysu.edu/marketingadvertising/](http://maagblog.ysu.edu/marketingadvertising/)
- Reference Room Resources
- Statistics & Demographics Reference Resources
- Finding Books in MaagNet & OhioLINK
- Business Databases: Finding Articles
- MJF: Maag Journal Finder
- Government Resources on the Web
- Marketing/Advertising Web Resources
MAAGNET (LIBRARY CATALOG)

- Maag Library’s online catalog
- Contains all materials owned by Maag
- Books, Journals, Audio/Video, Ebooks, Microforms, Government Documents, etc.
- At Maag home page, under **Quick Links**, click on **MaagNet (Library Catalog)**
- Search by Author, Title, Keyword, or Subject Heading
SUBJECT HEADINGS

- Library of Congress controlled vocabulary
- All materials are classified by subject according to standardized terms
- One term has been selected so that all related items are categorized together
- Click on individual Subject Headings in item records to find other materials on the same or similar topics
SEARCHING FOR BOOKS

- In MaagNet, do a **Subject Heading** search for your topic
- Choose appropriate **Subject Heading**
- Result List displays Title, Format, and Publication Information
- Choose a title
- Record displays **Location, Call Number, & Status** (Note other Subject Headings)
- Use **Subject Heading** links in record to locate materials cataloged under the same heading
FINDING BOOKS IN THE LIBRARY

- **Location**: Maag Stacks, Oversize, Reference Room, Reserve, MMC, Govt Docs, Serials, Microform, CRC, NE REG DEP

- **Call Number**: Library of Congress Classification, materials arranged alphabetically on shelves by call number

- **Status**: Available, Due (date), Library Use Only, On Search, Billed to Bursar, etc.

- Use **Building Guide** to locate materials

- Use **3rd elevator for “A” floors!**
WHAT IS OHIOLINK?

- 90 Ohio libraries share resources
- Borrow from other OhioLINK institutions
- Delivery within 3 to 5 days
- Access to millions of items
- At Maag home page, under Quick Links, click on OhioLINK Library Catalog
- Keyword, Author, Title, or Subject Heading search
SEARCH FOR A BOOK IN OHIOLINK

- In OhioLINK, enter a Subject Heading search for your topic
- Choose appropriate Subject Heading
- Result list shows titles, Request Item and Full Record tabs, and year of publication
- Click on title
- Click ? OhioLINK libraries have this item
- If one is Available, you can order it and have it sent to YSU at no charge
ORDERING OHIOLINK ITEMS

- If a copy is available, click on Request this Item
- Choose Youngstown State
- Enter name and library barcode number
- If transaction is successful, the item will be sent to Maag for pickup at the Circ Desk (3-5 days)
- To see when item has arrived, check Your Library Account on Maag home page
- Enter name and library barcode number
- Click on Requests tab: “OhioLINK Received” means the item has arrived
RESEARCH DATABASES

- Maag Library subscribes to over 100 databases
- This is NOT information available on the Internet
- At Maag home page, under **Quick Links**, click on **Research Databases**
- Organized by Subject, Type, or Name
- Off campus access available for many databases
- You will need your library barcode to authenticate off campus
BUSINESS SOURCE COMPLETE

- Scholarly business database
- Search for your topic
- Narrow results by Source Type or Subject
- Click on article title for citation & abstract
- Click on PDF Full Text or HTML Full Text to print an article
- Click on Find It! if not available full text
- May lead to full text elsewhere and will indicate if library has the physical journal
ACADEMIC SEARCH COMPLETE

- Scholarly, multi-disciplinary database
- Search for your topic
- Narrow results by Source Type or Subject
- Click on article title for citation & abstract
- Click on PDF Full Text or HTML Full Text to print an article
- Click on Find It! If not available full text
- May lead to full text elsewhere and will indicate if library has the physical journal
ELECTRONIC BOOK CENTER

➤ Thousands of scholarly & reference e-books
➤ Click on All EBC Collections
➤ Enter your topic in search box and Go
➤ Click on title to access electronic book record
➤ Link to Resource in record
➤ Use table of contents or arrows to navigate
➤ Searching capabilities inside each book
➤ Each chapter or section is printable
ELECTRONIC JOURNAL CENTER

- Full text of more than 7000 online research journals covering many subject areas
- **Search for:** Your topic
- Click on article title for abstract
- Click on **PDF Full Text** link to access PDF of article
- Click on printer icon to print an article
MASTERFILE PREMIER
(Popular Magazines)

- Full text for more than 1900 periodicals in many subject areas
- Search for your topic
- Narrow results by Source Type or Subject
- Click on article title for citation & abstract
- Click on PDF Full Text or HTML Full Text
- Click on Find It! If not available full text
- May lead to full text elsewhere and will indicate if library has the physical journal
News information from all over the world
Search for your topic
Narrow results by Source Type or Subject
Click on article title for citation & abstract
Click on PDF Full Text or HTML Full Text
Click on Find It! If not available full text
May lead to full text elsewhere and will indicate if library has the physical journal
MAAG JOURNAL FINDER

- At Maag home page, under **Quick Links**, click on MJF: Maag Journal Finder
- Find & search specific journals by title or browse journals by title or subject
- Select **Business & Economics** from subject dropdown menu
- View print and/or electronic holdings for numerous business journals
- Best way to find an article if you already have the citation!