

APPLIED MARKETING PROJECTS UTILIZING DATABASES

Shirley M. Stretch-Stephenson, California State University, Los Angeles, College of Business and Economics, Department of Marketing, 5151 State University Drive, Los Angeles, California 90032-8127; sstretc@calstatela.edu

Michael Germano, California State University, Los Angeles, University Library, 5151 State University Drive, Los Angeles, California 90032-8127, mgerman@calstatela.edu

H. Rika Houston, California State University, Los Angeles, College of Business and Economics, Department of Marketing, 5151 State University Drive, Los Angeles, California 90032-8127; hhousto@calstatela.edu

ABSTRACT

Doing marketing research and marketing projects has evolved and changed drastically with the advent of several databases and the increased number of data sources available online. Knowing what the databases are plus what is available online is often a challenge in and of itself. Given many of the databases were designed to address other business functional needs before marketing functional needs, learning challenges exist that marketing faculty are often not willing to address to become effective user and thus proponents of the database(s) usage by their students. The technological expertise as well as non-marketing functional knowledge required to utilize the databases often outweighs the benefits of developing the proficiency to incorporate and require students utilization of certain databases to complete marketing curricula related projects.

The purpose of this special session is to address the teamwork that has been done to between Cal State LA's Marketing Department and Library to educate both faculty and students regarding different databases that are relevant to conducting marketing projects, activities and/or research. The session will be an interactive session sharing how to inform the marketing faculty and students of the various databases, the type of information available in the database(s), and how to use the database(s) that have marketing discipline relevance. Two specific activities will be presented during the session. First, there will be a discussion on developing and using "LibGuides" for marketing classes. Secondly, a select database, SimplyMap, especially relevant to the marketing discipline, will be presented with information on how it has been used for several marketing class projects and student competitions. Classes to be discussed will include retailing, consumer behavior, marketing management, and introduction to marketing.

"LibGuides" have taken the library community by storm. It is basically a content management system provided by Springshare that allows librarians to create and manage research and course guides through Web2.2 technologies, all through a web browser (Brandon, Sattler and Tobias, 2011). Michael Germano, business librarian at Cal State LA, will discuss the concept and show examples that he has created for several marketing classes. All panel members will discuss how they as well as their students have benefited from the use of "LibGuides" for their marketing classes.

The database SimplyMap is a GIS (Geographic Information Systems) "consumer based" database designed to enable the non-technical user, which most marketing students are, to quickly become proficient in its utilization. GIS (Geographic Information Systems) have been cited as one of the new promising technologies that can be used in business and marketing curricula (Miller, Mangold, and Holmes, 2006; Miller, Holmes, and Mangold, 2007). The authors agreed with the promise of GIS usage in the business and marketing curriculum. However, the technological expertise as well as functional knowledge required to utilize "ArcGIS", the specific software cited for usage, was found to be less suited for marketing students who tend not "excited about GIS" and who are usually not highly "technology savvy". Since this describes most marketing students, SimplyMap offers a nice alternative. SimplyMap's innovative and user-friendly interface lets non-technical users intuitively generate robust detailed reports quickly for the numerous marketing projects and activities.

The session will specifically address how SimplyMap has been used to meet unique marketing discipline learning objectives via various projects. A quick demonstration of SimplyMap will be included if time permits and internet connection is available.

Specific examples of projects utilizing SimplyMap will be shared as well as how they have been designed and utilized to ensure student competence in utilizing the databases. Data will be shared in how student competence carried over to other marketing/business classes the benefited from SimplyMap database utilization where no database guidance or usage assistance was not provided. The audience will be encouraged to share their personal experiences with the various databases as well as identify ways they have worked with their campus library representative to ensure students utilize databases in their marketing discipline related projects/activities and graduate with the database capabilities that will enhance their career opportunities.

REFERENCES

Brandon, Jenny, Kelly Sattler, and Christine Tobias (2011). LibGuides Interface Customization, *Online*, Medford: 35, 1 (Jan|Feb), 15-18.

Anonymous (2010). Serials Solutions Partners with Springshare LibGuides; integrates authoritative e-resource Information into a more robust, Web 2.0 experience, *PR Newswire*, New York: Jan 7.

Miller, Fred, W. Glynn Mangold and Terry Holmes (2006). Integrating Geographic Information Systems (GIS) Applications Into Business Courses Using Online Business Geographics Models, *Journal of Education for Business*, 82, 2 (Nov/Dec), 74-79.

Miller, Fred, Terry Holmes, and W. Glynn Mangold (2007). Integrating Geographic Information Systems (GIS) into the Marketing Curriculum, *Marketing Education Review*, 17, 3(Fall), 49-63.