Secondary Resources Available for Sport Marketing Research

Industry Research

- MarketLine Industry profiles, RPT Industry Snapshots, & Industry Reports in Business Source Complete
- Industry surveys in NetAdvantage
- Articles on industry trends and norms in Business Source Complete & Sport Discus
- Articles in key journals from the perspectives of sports management and marketing, some of which are also in the databases

Consumer Behavior

- Articles on sport consumer behavior in Business Source Complete & Sport Discus
- Articles in key journals from the perspectives of sports management and marketing, some of which are also in the databases

Business/Team/Organization Research

- In Business Source Complete:
  - MarketLine Company Profiles for public companies
  - Company SWOTs for public companies
  - Articles on the company’s performance, looking at strengths, weaknesses, opportunities, threats, competitors, products, marketing strategy.
- In Sport Discus
  - Articles on the company’s performance, looking at strengths, weaknesses, opportunities, threats, competitors, products, marketing strategy.
  - Especially useful for teams.
- In Morningstar
  - Analyst research reports on company performance within the sector – click on the “Stock Analysis” tab for your organization. For public companies only.
  - Financials and peer analytics
- NetAdvantage
  - Financials and peer analytics. For public companies only.
- Articles in key journals from the perspectives of sports management and marketing, some of which are also in the databases
- Organization web sites and social media sites

Brief guides to finding all of these resources are available at https://ohiodominican.libguides.com/spm610/help

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