**SUGGESTED KEYWORDS**

<table>
<thead>
<tr>
<th>Advertising &amp; Promotion</th>
<th>Communication in Marketing</th>
<th>Industrial Marketing</th>
<th>Marketing Research</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising Campaigns</td>
<td>Consumer Behavior</td>
<td>Internet Marketing</td>
<td>Promotion</td>
</tr>
<tr>
<td>Branding (Marketing)</td>
<td>Consumer Demand</td>
<td>Market Strategy</td>
<td>Public Relations</td>
</tr>
<tr>
<td>Business Writing</td>
<td>Economics</td>
<td>Marketing Ethics</td>
<td>Social Marketing</td>
</tr>
<tr>
<td>Cause-Related Marketing</td>
<td>Focus Groups</td>
<td>Marketing Industry</td>
<td>Target Marketing</td>
</tr>
</tbody>
</table>

**STREAMING VIDEOS**

- Marketing Ethics
- Social Media Marketing
- Marketing for Social Change
- Marketing: On Assignment
- Marketing: On Assignment

**DATABASES**

- BadgerLink
- Ebook Central
- Ebsco E-Book Collection
- Films on Demand
- Gale Virtual Reference Library
- Issues & Controversies
- Kanopy
- Lynda.com
- OmniFile Full Text Select
- Opposing Viewpoints
- ProQuest Research Library
- World News Digest
BOOKS (PRINT)

- Advertising and Integrated Brand Promotion
- Best Customers: Demographics of Consumer Demand
- Integrated Marketing Communication
- Controversies in Contemporary Advertising
- Social Media: How to Engage, Share, and Connect

SHELF NUMBERS (LIBRARY 2ND FLOOR)

- 381 Marketing
- 658.8 Marketing Management
- 659.1 Advertising
- 808 Business Writing

ACADEMIC JOURNALS

- Advances in Consumer Research
- Advertising Age
- International Journal of Advertising
- International Journal of Nonprofit & Voluntary Sector Marketing
- Journal of Advertising
- Journal of Business & Industrial Marketing
- Journal of Consumer Marketing
- Journal of Marketing
- Journal of Marketing Communications
- Journal of Marketing Research (JMR)
- Journal of Public Policy & Marketing
- Journal of Social Marketing
- Marketing News

ADDITIONAL RELATED WEBSITES

- American Marketing Association
- Consumer Expenditure Surveys
- County Business Patterns (CBP)