Lesson Objectives/What am I learning? The information literate student…
• Knows how to use databases to retrieve document and text types.

Learning Outcomes/Why did I learn this?
Given the opportunity to explore various databases, I will be able to retrieve business reports, country studies, and consumer demographics information.

Name: _____________________________ Section: _____________ Date: Monday, 9/12/2016

Part 1: Warm-up Exercise
Instructions: Use the UTEP Library Catalog to find this article.

MLA Citation:

Hint:
There's at least three ways to find this, or more. Also, I found it in the Project Muse database.

Part 2: Librarian’s notes on searching databases
Database: Business Source Complete- For situational analysis
1. Find SWOT reports
Select More tab (upper right) & Company Profiles
2. Find country reports
Type in country & then select country report from Publication Type box

Database: Demographics Now- For consumer and market info
1. Find consumer mosaics
a. Start at the Demographics tab
Enter geographic region (e.g., “El Paso, Texas”)
b. In the Reports tab, Comparison section, select Mosaic Household Comparison
2. Sizing your market (gives you; average expenditure amount, total households, and market size)
a. Start at the EZ Reports tab
Enter geographic region (e.g., “El Paso, Texas”)
Use the next button
**Database: LexisNexis** – For situational analysis
1. Find side-by-side Company financials comparisons
Start at Get Company Info tab
- Select Company Dossier – type in company names

2. Find Company Reports
Start at Get Company Info tab – type in company name
Find competitors by selecting Snapshot, and then Competitors

3. Find a Brand Product (Gives you: sales and market share info)
1. Select Search by Subject or Topic (location: on top of the search box, on the right)
2. Select Company Profiles from the Companies section
3. Click on Advanced Options dropdown list (location: below the search box, on the left)
4. Activate the checkbox for Hoover's Company and Industry Reports and click Apply.
5. Type in brand product into search box and click Search.

**Database: Mergent Online** - For industry analysis
1. Find a company’s geographic market
Start in the industry analysis tab
Type in company name in company search box
From the Company Details tab, select Business Segments option

2. Find industry reports (for geographic regions)
Start in industry analysis tab
Type in company name in company search box
Go to reports tab
Select Industry Reports