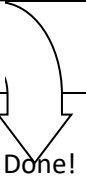


Questions? [Ask-A-Librarian](http://library.concordia.ca/help/questions/) here: <http://library.concordia.ca/help/questions/>

Check these boxes once your team completes each step



Step	Perform preliminary research before you determine the consumer trend(s) for your project. Your project will suck if you don't... and you'll get a bad grade.	Done!
0. Tools	1. Access Business Research Portal for free market & industry research from the Library 2. Use Zotero to create bibliographies automatically 3. Library guide for Citing business databases in APA format 4. How to write an annotated bibliography 5. Outfind.ca for MARK 305, Olivier's business research blog	<input type="checkbox"/>
1. The basics	1. Use Passport from Euromonitor : a professional tool paid by the library a) Megatrends; b) Consumer lifestyles Canada; c) reports and data from Search> Search Full Tree 2. Download IBISWorld report(s) for insight on industries & external environment 3. Use Google's Advanced Search for a) trade associations or b) Governments	<input type="checkbox"/>
2. Discuss & reflect critically	As a group, discuss the preliminary research done so far. What did the basic sources tell you? Did they contradict or confirm what you expected? What are the salient companies (major players or brands), industries or consumer trends discovered so far?	<input type="checkbox"/>
At this point, you have minimal information. You need to go much deeper in your research to succeed.		
3. News and research articles . Read & understand at least half a dozen... or more! Cite them in your paper.	Search for articles in ProQuest Business Databases . Search for companies (name of major players, brands, etc.), industry name or consumer trend concept. For example: <i>Consum* behavio* AND (canad* or Quebec*) AND <company/brand/topic></i> Filter Source type for: 1. Trade journals: for industry news 2. Scholarly journals: for credible research Select & export citations in .RIS format to Zotero or create bibliography. You can also use Eureka (local newspapers in French) or Factiva (worldwide trade journals).	<input type="checkbox"/>
4. Vividata	Vividata (formerly PMB) , Canadian consumer survey , has psychographics & demographics. Create unique tables by combining variables.	<input type="checkbox"/>
5. Statistics Canada	Census every 5 years, last one available: 2016. Most detailed headcount of Canadians. Use Data Products > Data Tables to get market size by demographic variables	<input type="checkbox"/>
	Keyword search on Data : create custom tables using authoritative surveys from StatCan: <i>household spending quintiles / "retail trade sales" / "labour force survey"...</i>	<input type="checkbox"/>
You may have to loop through this process a few times if you discover new evidence. Creatively combine data and insight from multiple sources to support your claims. Use only the most credible and authentic sources. Go to the bottom of things: be weary of superficial & fallacious sources.		
Final step: Consumer trend(s)	a) Describe in your own words the consumer trend(s) you will discuss in your project: <i>Canadian consumers are</i> _____	<input type="checkbox"/>
	b) What are the sources of your trend(s)? Are the sources credible and authentic ? Where did your sources obtain the evidence you are bringing forward to support your claims?	<input type="checkbox"/>
	c) What evidence do you bring forward to support your claim(s) ? Did you obtain the same evidence from multiple sources?	<input type="checkbox"/>

Use what you find, don't waste your time searching for what you think you need! Work as a group!