

Finding Marketing Information

This guide will help you find information about companies and industries, including sales, trends, and market share. For help on a specific topic or research question, please contact the **Reference Desk (410-617-6802)**.

Search 1: Finding the SIC/NAICS Code

The *SIC (Standard Industrial Classification) Code* and the *NAICS (North American Industry Classification System) Code* are two ways of organizing industry information; NAICS is an updated version of SIC. You can use either one to find out about your company's industry, including industry sales information, and major competitors.

Note: If a company is involved in more than one industry, the primary SIC/NAICS code (the industry in which the company is most active) is always at the top of the list.

Places to Find SIC/NAICS Codes

Database	Search to Use	How to Search	Example
BCRC	Company	Type in the company name or ticker symbol * If you only have the brand name, use the Product/Brand Name search box to find out who makes the product	<i>Nabisco, AAPL (Apple Computer)</i> * <i>Oreos, Cap'n Crunch</i>
Hoover's Online	Company Name	Type in the company name or ticker symbol Cannot search by brand name	<i>Quaker Oats, PEP (Pepsi)</i>

Search 2: Finding Market Share Information in BCRC

One of the other things you can do while looking at a company profile is find business ranking and market share information.

1. Open **Business and Company Resource Center (BCRC)**.
2. Use **Company Search** to find your company.
3. Click on the **Rankings** tab at the top of the screen.


The **Business Rankings** tab may include sales or marketing information ("Companies with the Greatest Return on Advertising in the Food Industry, 1999"), as well as other less relevant topics ("Largest Chicago-Area Office Lease Holders, 2000").

The **Market Share** tab tells you who the big players are in an industry – what companies produce or sell the most. This information comes from **Market Share Reporter**, an annual publication which we also have in print (2002-2004) in Reference.

Search 3: Using Articles to Find Market Share Information

In many cases, you will be looking for just a **small segment within an industry** (e.g., *energy drinks* as a subdivision of *soft drinks*, which are SIC 2086/NAICS 312111). In this case, you may have to rely on information from articles to find market share, and to find out who your direct competitors are. The same is true if you are looking for information on a **privately-held company** (e.g. *SC Johnson, Hooters, Mars*). You can look for information in any of the following databases:

Database Type	Database Name	How to Search for Articles
Magazine/Journal	<i>Business and Company Resource Center (BCRC)</i>	Click on the Advanced search button and search for your product
	<i>ABI/INFORM</i>	Click on the Advanced search tab at the top of the page and do a keyword search for your product
	<i>Business Source Premier</i>	Do a keyword search; leave limits off, unless you need a specific date range
Newspaper	<i>Lexis/Nexis</i>	Click on the Guided News Search tab, select Business News , then choose your source (Business & Finance, Industry, etc.) You can also try searching in General News , which includes the major dailies from around the country. Be sure to select a date range – default is only the last 6 months
Newspaper (cont.)	<i>Wall Street Journal (1986-present)</i> <i>New York Times</i>	For both of these databases, click on the Advanced search tab at the top of the page, and do a keyword search for your industry segment
General (information on many topics)	<i>Academic Search Elite</i> <i>Expanded Academic</i>	Do a keyword search; do not set limits unless you need a specific date range Start with a Subject Guide search (default), and type in the industry you're looking for – this may help you find alternate names for your industry

Note: If full text is not available for the article you want, look for the  button, which appears in Business Source Premier and Academic Search Premier; there is also a link in Expanded Academic. To get to the button in ABI/INFORM, you must first click on the **Find a Copy** link. All the newspaper databases are full text.

Marketing Information Search Tips

Tip	Why?	Example
Use quotes around phrases	It forces the computer to look for the exact words in that exact order	"energy drinks"
Use AND and OR to refine your search	Combining terms gets better results by focusing your search	Gatorade <i>and</i> sales
Use parentheses to combine terms when using both AND and OR	Parentheses tell the computer how to group terms	Pepsi <i>and</i> sales <i>or</i> trends= "find all articles including the terms Pepsi and sales, plus any article with the word trends" Pepsi <i>and</i> (sales <i>or</i> market)= "find all articles with either the term sales or market , but return the ones that also contain the term Pepsi "
Use the truncator (*)	Look for variants of a word that start with the letters you type	trend* (trend, trends, trendy, trend setter , etc.)
Use synonyms and related terms	Databases may use a different name for the same concept; new concepts may go by several names before an industry agrees on one	"energy drinks" = "Isotonic beverages" Future of an industry = trend, forecast
Pay attention to journal names	Be on the lookout for trade publications , which are magazines focusing on people and companies in a particular industry. You can narrow your search to these publications to find more information about your particular product, company, or brand.	<i>Advertising Age, Brandweek, Nation's Restaurant News</i>