Exam Papers
The Library makes available print versions of exam papers for the last three years. These are held behind the Library desk and can be borrowed for a one hour loan period. Electronic versions of exam papers are available through Blackboard.

Electronic Resources

Databases
The Library subscribes to a number of Internet databases. The databases most relevant to Marketing are as follows:

Academic Search Complete
Multi-disciplinary database containing full-text for nearly 9000 journals

Business Source Complete
Contains per-reviewed business journals, industry reports and company profiles.

Emerald Journals
Access to 175+ journals from MCB University Press. Subjects include Business, Education & Training etc.

Euromonitor Passport
Global market research on industries, economies and consumers.

Industrial Relations News
A weekly Irish publication covering industrial and employee relations issues.

Infotrac General One File
A multi-disciplinary database of articles from journals, magazines and newspapers. The database is updated daily, and contains millions of items, of which approximately 60% are in full text.

JSTOR
Is an archive of academic journal back issues in the areas of business, education and law. There are 112 titles in the collection.

LexisNexis Company Dossier
Detailed analysis and reports on UK and international companies.

LexisNexis News & Business - provides access to online news and business sources including Irish newspapers.

Marketline Advantage
Company & industry information including SWOT analyses and industry profiles.

Regional Business News
Comprehensive coverage for regional US business publications.

Science Direct
Full-text access to journals in the areas of Business, Economics and Social Science.

Social Science & Humanities Library (T&F): Over 1000 journals covering a broad range of subject areas including Business, Management & Economics.

Web of Science
Provides cited reference searching across the Sciences, Social Science & Humanities.

Wiley Online Library - allows citation/abstract searching of a broad multidisciplinary collection including Marketing.

The majority of the above listed databases can be accessed from outside I.T Carlow. For Off-Campus log-in, users will be asked to enter their I.T Carlow network log-in and password. Please contact Library staff for more information.

Access to all of our online resources are available through the Library website at:

http://www.itcarlow.ie/library/home.htm

Need more help?
If you have any difficulty in using any of these resources, please contact your Liaison Librarian.

Brigid Carey
Ext. 5763
brigid.carey@itcarlow.ie
Introduction
Welcome to the Library service of the Institute of Technology, Carlow. The services provided by the Library include book lending, individual and group study facilities, photocopying, information retrieval service and access to a range of online databases.

The Library holds a broad range of resources both printed and electronic to support the subject area of Marketing. These include books, journals, case studies, databases, official publications, newspapers and various other items.

To facilitate the research process, this guide provides a brief outline of how to search for these different types of material.

Library Catalogue
The Library catalogue is the starting point for locating information on a particular subject. It is a searchable listing of all materials held in I.T. Carlow libraries.

Users can complete an initial search under a variety of search terms such as Author and Title. Alternatively, more search options are available by selecting ADVANCED SEARCH. This allows users to search under a larger variety of search terms such as Keyword, Subject or Shelf Number. Users also have the option to limit their search results to particular item types such as a current journal or a particular library location.

The online library catalogue also acts as an information portal to quality web-based resources, e-journals and databases.

The Library catalogue can be accessed at: https://libsearch.itcarlow.ie/

Books
Books are arranged by subject according to the Dewey Classification System. Each book in the Library is assigned a Dewey shelf number that identifies its subject matter. This number can be found on the spine of the book.

The following is a broad outline of the Dewey numbers that are relevant to Marketing:

<table>
<thead>
<tr>
<th>Dewey Number</th>
<th>Subject</th>
</tr>
</thead>
<tbody>
<tr>
<td>302.2</td>
<td>Communications</td>
</tr>
<tr>
<td>650.072</td>
<td>Research Methods</td>
</tr>
<tr>
<td>651.7</td>
<td>Business Communications</td>
</tr>
<tr>
<td>658</td>
<td>Management</td>
</tr>
<tr>
<td>658.3</td>
<td>HRM</td>
</tr>
<tr>
<td>658.8</td>
<td>Marketing</td>
</tr>
<tr>
<td>658.8</td>
<td>Services Marketing</td>
</tr>
<tr>
<td>658.8</td>
<td>Marketing Management</td>
</tr>
<tr>
<td>658.802</td>
<td>Marketing Communications</td>
</tr>
<tr>
<td>658.823</td>
<td>Packaging Design</td>
</tr>
<tr>
<td>658.83</td>
<td>Marketing Research</td>
</tr>
<tr>
<td>658.8342</td>
<td>Consumer Behaviour</td>
</tr>
<tr>
<td>658.848</td>
<td>International Marketing</td>
</tr>
</tbody>
</table>

The book collections are divided into three categories. The general lending book collection from 001—699 is located on the ground floor (Stack 0-8) with the 700s—900s located on the first floor (Stack 18). Items from this collection can be borrowed for a loan period of one week.

The short loan collection is located on the ground floor (Stack 9). This collection contains items that are in high demand and can be borrowed for a period up to 48 hours.

The Reference collection is located on the first floor (Stack 19-21) and contains items such as dictionaries, encyclopaedias, directories, audio-visual material and handbooks. This collection also holds textbooks that are in high demand and are for library use only.

E-Books
The Library subscribes to a number of e-book platforms which are relevant for Marketing. These include:

- The Ebook Central platform covers all subject areas, providing access to over 85,000 titles.
- SAGE Handbook Collection: covers areas such as Business & Management, Communication & Media Studies etc.

These can be accessed via the Internet Databases listing at: http://www.itcarlow.ie/library/services/a-z-list-of-databases.htm

Journals
The Library subscribes to a number of print journal titles in the area of Marketing. The current year’s journals are located in Stack 17 on the ground floor. Back issues of Marketing journals are located in the Journal Archive section (Stack 9-13).

Journals are often a source of the most current information on a topic and are arranged in subject order like books using Dewey shelf numbers.

E.g. 658.8 Marketing Week

E-Journals
Apart from the print journals to which the library subscribes, there are over 30,000 journal, newspaper and magazine titles available in full-text to IT Carlow users via subscriptions to online databases. Off-campus access to these resources is also available to all staff and registered students of the Institute.

To do a one-stop online search of these resources users can use the EDS Discovery Service. Using Basic or Advanced searching, users can browse for relevant material.

Users can also browse the listing of available resources by discipline through this Discovery service, available at: www.itcarlow.ie/library/services/eds.htm