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 peer-reviewed business journals, industry reports and company profiles.

- **Emerald Insight**
  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.

- **Markelline 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.

- **Social Sciences (H.W. Wilson)**
  Full-text access to a range of journals covering topics across the social sciences.

- **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 login**, 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:

[www.itcarlow.ie/library/home.htm](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/