



CITY OF GLASGOW
COLLEGE

Advertising & Public Relations Subject Guide

LIBRARY SERVICES

CHARITY NUMBER: SC036198

© 2016 CITY OF GLASGOW COLLEGE



City of Glasgow College Libraries



@CoGCLibraries





E-resources

Below is a list of the library's electronic resources which are most useful for **Advertising & Public Relations**. You can view a full list of the Library's electronic resources by visiting this page:

<https://library.cityofglasgowcollege.ac.uk/finding-resources/e-resources>

Your student network ID and password will log you on to most of these resources. Some resources will prompt you to select either UK Federation and/or Shibboleth login options, and then simply select the institution of the City of Glasgow College.

Keynote Reports

Viewer-friendly market information on shopping habits, product and market trends and company activities.



General OneFile Infotrac

Marketing reports on the demand for brands.



Box of Broadcasts

This service allows you to record TV and radio programmes over a seven-day period and watch archived programmes online. Covers all subject areas.

BRAD

BRAD INSIGHT offers information on media buying and audience research. Please ask Library staff for login details as there are a limited number of logins.

<http://tool.bradinsight.com/brad/Account/LogOn?ReturnUrl=/brad>

Oxford University Press

Oxford University Press database from the University of Oxford.



City of Glasgow College Libraries



@CoGCLibraries



Subject Gateways

Subject gateways allow you to browse subject lists of good quality and evaluated subject resources. **Advertising & Public Relations** subject gateways are listed below.

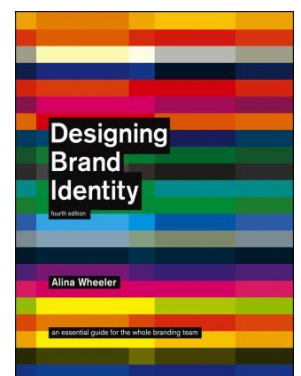
- [Intute: Communications & Media](#)
This is a free online service providing you with access to the very best Web resources for communications, evaluated and selected by a network of subject specialists.

Useful websites

- [About Event Planning](#)
Information and guides on events planning, careers, venues etc. Includes a section on planning sporting events.
- [Event Magazine](#)
This website provides free access to full-text news, feature articles, letters and job advertisements from the magazine.

E-books

You can access a number of e-books on **Advertising and Public Relations**. You can read and download e-books through the Dawson e-book service at www.dawsonera.com, and through the library catalogue at <http://library.cityofglasgowcollege.ac.uk>. You should choose the Shibboleth login option and confirm City of Glasgow College as the institution.





Books

You can find the majority of books relevant to Advertising and Public Relations at the City Campus Library.

- Media 302.2
- Management 658.4 - 658.8
- Marketing 658.8
- Advertising 659

These numbers represent the location of the books on the shelves. You can see which books we have available by searching the catalogue:

<http://library.cityofglasgowcollege.ac.uk>



Journals

Journals feature the most up to date information on subject areas (often more up to date than websites). If you want to find information about what is happening in your subject area at the moment, then journals are a great source.

All of the following journals can be found in the City Campus Library.

- Drum
- Event
- Journal of Advertising Research
- Marketing Week
- PR Week

Should you have any additional support needs and require assistance in accessing library resources, please do not hesitate to get in touch with us by telephone or access our contact us page through our website. Our contact details are:

Telephone: 3rd Floor - 0141 375 6823
4th Floor - 0141 375 6824
5th Floor - 0141 375 6825

[Contact Us](#)



City of Glasgow College Libraries



@CoGCLibraries