E-resources
Below is a list of the library’s electronic resources which are most useful for Marketing. 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.

Marketline
Portfolio of research information including market reports, profiles, news and briefs.

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.

Oxford University Press
Oxford University Press database from the University of Oxford.
Useful websites

- **The Chartered Institute of Marketing**

  Official website for The Chartered Institute of Marketing, The Chartered Institute of Marketing is the leading international body for marketing and business development.

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E-books

You can access a number of e-books on Marketing. You can read and download e-books through the Dawson e-book service at [www.dawsonera.com](http://www.dawsonera.com), and through the library catalogue at [http://library.cityofglasgowcollege.ac.uk](http://library.cityofglasgowcollege.ac.uk). You should choose the Shibboleth login option and confirm City of Glasgow College as the institution.

![E-books Images](image1.png)

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Books

You can find books relevant to Marketing at the numbers listed below in the City Campus Library.

The number represents the location of the books on the shelves.

- Economics 330 - 332
- Law 340
- Management 658.4 - 658.8
- Marketing 658.8
- Advertising 659

You can also see which books we have available by searching the catalogue:

[http://library.cityofglasgowcollege.ac.uk](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.

The following journals are of particular interest:

- Drum
- The Grocer
- Journal of Advertising Research
- Marketing Week
- PR Week
- Supply Management

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](#)