

This course provides students with tools to plan and implement a competitively superior **marketing strategy**. Students will learn how to develop product/market objectives, to **select markets** in which firms can operate with competitive advantage, and how to develop marketing mix tactics based upon the desired strategic vision. The course examines issues such as evaluating opportunities in new, growing or mature markets, understanding **consumer behaviour** and strategies for entering international markets and growing profitable brands.

Suggested Resources

In addition to resources and search tools provided in the “**Finding Government Information & Statistics**” handout, *you could also try:*

Industry Canada (www.ic.gc.ca) – An excellent source of industry information.



These are just a sampling of some of the more popular resources available through Industry Canada.

Also consider looking at the ‘**publications**’ and ‘**media room**’ links.

Find **FREE** statistics using the “**Search by keyword**” on the MADGIC ‘statistics’ page: <http://library.queensu.ca/webdoc/ssdc/statistics>

Canadian Business Patterns (Business Register statistics)

Labour Force Historical Review, 1975 - current
Statistics derived from the Labour Force Survey

Tables in
Beyond 20/20*
format

Small Area and Administrative Data, 1998 to 2005

Statistics on investment, savings, tax filers, RRSP’s, charitable donations & more...

Survey of Household Spending, 1997-2007

Statistics on spending habits, dwelling characteristics and household equipment of Canadian households

Tables in
Excel format

* Download **Beyond 20/20** software at URL:

<http://library.queensu.ca/webdoc/ssdc/beyond2020>

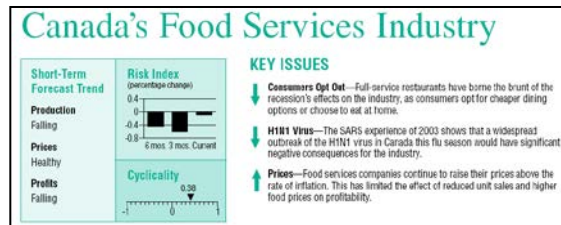
Conference Board of Canada

This is an excellent source for high-quality, focused research on a variety of topics. Connect through Queen's for free access to many Conference Board reports. For example:

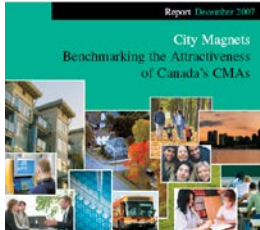
Canadian Industrial Outlook →

You'll also find:

- Accommodation Industry
- Air Transportation
- And much more...



Another Conference Board report of note is:



City Magnets: Benchmarking the Attractiveness of Canada's CMA's.

Economist Intelligence Unit

Search the 'Databases' tab on the main library home page (<http://library.queensu.ca>):

The screenshot shows the library website's search interface. The "Databases" tab is highlighted with a red box. Below it, a search box contains the text "economist intelligence unit" and a "Search" button. A red box highlights the search input field. Below the search box, there is a link "Browse Databases by Subject »". To the right, a "Databases: Search" panel shows a list of results: "Country Profile - Economist Intelligence Unit", "Country Report - Economist Intelligence Unit", "Economist Intelligence Unit", "Industry Briefing & Forecasts - Economist Intelligence Unit", and "Market Indicators and Forecasts - Economist Intelligence Unit". A large white arrow points from the search box to the results panel.

Small Business Financing Profiles

http://www.sme-fdi.gc.ca/eic/site/sme_fdi-prf_pme.nsf/eng/h_01253.html

These are short reference documents on a specific segment of the small business marketplace. These papers provide a detailed profile of the financial/ownership structure and types of financing used by the segment targeted.