Exploring Trade Publications

I. Find a professional association and search their website for sponsorship materials: the professional genres the association publishes

For example: google “marketing associations”& find the American Marketing Association

● Check out the “About AMA” link to determine if this association is a good fit for your career interests (based on the association’s description, mission statement, etc.)

● Check out the “News”/ “Current Events” to stay abreast of what’s trending in your career (might be a place to look for topics to use for the class project);
  in addition to news articles, there also will be opinion pieces that are meant to trigger discussion

● Check out “Publications” link to explore what the association publishes
  Marketing News, for example, is a trade publication = geared toward advertisers and marketers; updating them on new technology and best practices
  If you look through the publication titles and their descriptions, you usually can tell the difference between the scholarly journals and the trade publications (those written for the folks who are in the “trade”/the field/the workplace)
  May find a wide variety of genres: e-newsletters, webinars, podcasts, blogs, policy updates, bulletins, Facebook groups, etc.

● Can use these sites to look for jobs, internships, grad schools, etc.

After you identify source(s) you may want to use, you will need to look for the title of the publication in Belk Library’s database (because otherwise you’ll have to pay for access)

II. How to find out if ASU has a particular publication

Go to the Belk Library Library Homepage
  Click the link for E-journals
  Enter title of the publication and you can see a list of databases that provide coverage of a particular journal/magazine/etc. (databases are “bundles” of journals/magazines/etc.).

You, then, could go into one of the databases to begin searching for additional information

III. Another way to find the trade publications for your field

Go to Belk Library Homepage
  Click the link for Browse All Databases
  Go to list of databases By Name – click the letter “S” scroll down to Serials Directory (UlrichsWeb: Global Serials Directory) Advanced
  Select Advanced Search
    Enter major
    Limit results by “active”

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Exploring Trade Publications

Ignore serial type (in order to get a massive return, but you can also limit by magazines, reports, newsletters, etc.)
Content type “trade”
Language “English”

Search and you’ll find the current trade publications for your area of study
If you click on the title, you’ll find out who publishes it, how often it’s published, etc.; sometimes there’s a link to the publication’s website

Again after you find the source(s) you want to use, you will need to go back to step 2 above to look for the publication in Belk Library’s database (because otherwise you’ll have to pay for access)

IV. Beginning your search

Go to Browse All Databases
Go to the list of databases By
Name - click the
Encyclopedias and Databases
Select Sage Knowledge: this platform that gives access to thousands of scholarly encyclopedias
Searching in Sage Knowledge for “social justice”--for example--yields a broad range of scholarly encyclopedia articles that might help you link the class theme with your discipline: exploring this resource might help you find a narrower, more focused topic

A. Go to Browse All Databases
   Explore the Subject Databases
   Of course, you’d search within the database for your major

Think about your approach to searching. A search of “crime” and “accounting” (the course theme and your major) may not yield the best results. Instead consider an issue related to crime, or justice, or punishment and your major, for example an accounting student, might search for “white-collar crime”