

## un(Commons)ly Good

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## Why LibWizard?



Canvas + Commons

Active Learning

Assessment

## The Plan

1 database/tutorialAutomated gradingRequired + Feedback



## The Module

# Introduction to Business Research

Canvas + LibWizard + Commons

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::::				0	:
::::		Before You Begin   1 min		0	:
::::		Company Terms and Concepts   2 mins		0	:
::::		Research Guides   1 min		0	i
::::	Con	npany Research Resources		0	:
::::	1	Mergent Intellect   1 min		0	:
::::	00	Mergent Intellect Tutorial   7 mins &		0	:
:::		Business Source Complete   1 min		0	:
::	co co	Business Source Complete Tutorial   10 mins &		0	:
::::	\$3	Company Research Quiz   5 mins 10 pts		0	:
∷ Industry Research Resources				0	:

### Mintel: Market Research

#### Mintel: Market Research

If the database won't show on the right, open it in a new window using this direct link to **Mintel**. If you're on or off campus, you need to log in with your 8-digit SMU ID and password to see the database, Mintel.

**Note:** This is a database restricted to current students only and each time you use it you must agree to the academic terms of use.

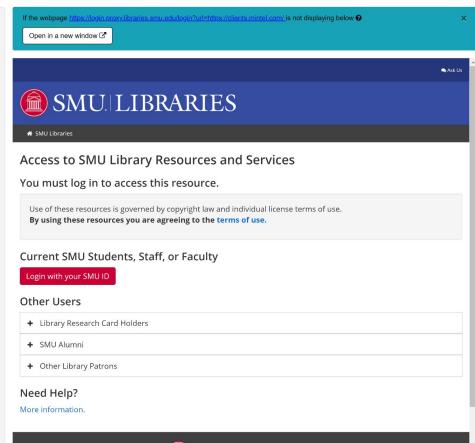
- In the search box on the left, type in airlines and wait for the autofill results to populate.
- In the list you'll see a Airlines report from Dec 2020. Select that option.
- · All Mintel reports are organized the same way.
  - Overview
  - Market
  - Consumer
  - Brand/Company
  - Data
     Data
- · Click into each section to see the different topics covered.
- · You can also search within a report for mentions of keywords.
- Select Search this report (located above the Overview section and search on American Airlines.
- It will list all the different areas that mention American Airlines.
- · Select Major Carriers.

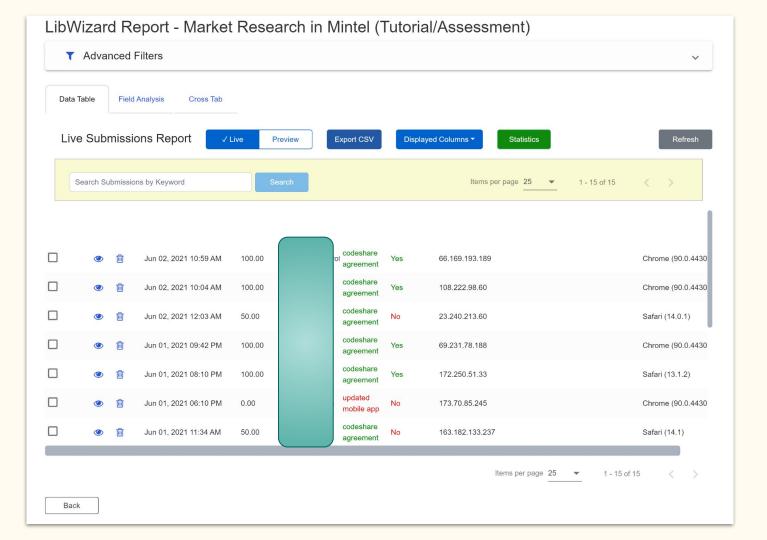
Next answer the question below.

In the American Airlines section, what is one way American has tried to increase their revenue? \*

- O codeshare agreement
- updated mobile app
- O closed routes

Next Slide







### Questions? majohnson@smu.edu

Want to see more modules? Search SMU Libraries in Canvas Commons