Why LibWizard?
Canvas + Commons
Active Learning
Assessment

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The Plan
1 database/tutorial
Automated grading
Required + Feedback

Photo by Glenn Carstens-Peters on Unsplash
The Module
Introduction to Business Research

Canvas + LibWizard + Commons
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 an Airlines report from Dec 2020. Select that option.
- All Mintel reports are organized the same way.
  - Overview
  - Market
  - Consumer
  - Brand/Company
  - 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 Airlines has tried to increase their revenue? *

- codeshare agreement
- updated mobile app
- closed routes

Open in a new window

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Questions? majohnson@smu.edu

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