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## CMST 100 - FUNDAMENTALS OF PUBLIC SPEAKING

### PRODUCT ASSIGNMENT

**Assignment:** You have to pick a real-world product (either goods or services) to sell to your audience (college students). You have to talk about its quality, price, serviceability, and guarantees, and you must compare it to similar products. No overtly sexual products are eligible.

The location and call number of each publication is given in parentheses at the end of its bibliographic entry. All publications in this guide may be found on the 4th level (the main floor) of the Central Library unless otherwise noted. The URL for the Vanderbilt Library home page is <http://www.library.vanderbilt.edu/>.

[Database] indicates that the resource can be accessed at: [www.library.vanderbilt.edu/heard/artdb.shtml](http://www.library.vanderbilt.edu/heard/artdb.shtml)

### Starting Points

Vanderbilt Library home page → “Find Articles and Databases” (upper right) → “Search for Database by Name”

***Business Source Premier.* [Database]**

Provides coverage to virtually all business subjects, including management, marketing, economics, finance, accounting, and international business. Also includes product reviews. After entering the search for your product, check the “Product Review” box before clicking on “search.”

***Business and Industry: RDS Business Suite.* [Database]**

A broad-based business information database that includes coverage from over 900 trade and business publications covering business events in over 190 countries around the world. Same software as *Tablebase*. Use the \* (asterisk) to substitute for word endings.

***Mintel Reports.* [Database]**

Offers market research reports focused on the consumer in the U.S., U.K., European, and some Asian markets. They cover a variety of sectors such as: consumer goods, leisure and travel, personal finances, technology and electronics, retail, clothing, and food, food service, and drink. Each report combines data & analysis of the competitive landscape, market-share analysis and consumer profiles.

You have to register (for free) using a VU email to access this database. Once in, just type the shortest single keyword you can in the top RIGHT corner (and very small) search box then search. Once you get the next page, on the left side a list of matching reports will appear. Open a report and scan the left side of that page for the report’s contents

***TableBase: RDS Business Suite.* [Database]**

Specializes in tabular data dealing with companies, products, industries, and demographics. Tables cover market share, rankings, forecasts, shipments, output, consumption, users, exports, imports, capacity, etc. Same software as *Business and Industry*. Use the \* (asterisk) to substitute for word endings.

If you use the Advanced Search, you can use the Concept and Industry terms to limit the search. Scan the lists to see all the options. Select USA at the bottom of the search screen unless you want global data.