Business 100/221, MKT 100 Activities

Start on the library homepage: **library.fullcoll.edu**

Activity 1

Working in a group of 2 or 3, use **Gale Business Insights** to locate information for the company printed on your index card. Based on your examination, fill in the information below:

2025 Revenue: _____

Primary Competitor: _____

Activity 2

Working in the same group of 2 or 3, use **Nexis Uni** to locate the dossier for the company printed on your index card. Within the dossier, locate the **SWOT analysis**. Provide the information below

Strengths:_____

Weaknesses:_____

Opportunities:_____

Threats:_____

Activity 3

Working in the same group of 2 or 3, use **Statista** to locate a relevant statistical report or chart for the company printed on your index card, or for a closely related industry. Use the citation tool to cite your report or chart using APA style. Email the citation to **tream@fullcoll.edu**

Activity 4

Working in the same group of 2 or 3, use **OneSearch** to locate an academic journal or newspaper article related to the company printed on your index card; or for a closely related industry**.** Use the citation tool to cite your article using APA style. Email the citation to **tream@fullcoll.edu**