

PROFESSORS:

TOP USES FOR PLUNKETT RESEARCH ONLINE

Access to PlunkettResearchOnline.com is like having your own, in-house research department!

1

Create a Custom Coursepack or Textbook

EXAMPLE: You are teaching a class on e-Commerce. You want to develop a concise coursepack containing an industry overview, an analysis of industry trends, a set of industry statistics, a glossary, a listing of top industry associations, and profiles of a dozen leading companies such as Amazon and eBay.

ACTION PLAN: You begin by going to the E-Commerce Industry Research Center on Plunkett Research. Using the powerful Build-A-Report tool, you quickly create an 80 page PDF that includes all of the elements that you desire. Our system automatically includes an attractive cover and a table of contents. Our license allows you to distribute your new custom coursepack through Blackboard.

TIP: You can use the special “compiled by” field on the Build-a-Report screen to put your name and your course information on the cover of your custom coursepack.

2

WRITE A LESSON PLAN

EXAMPLE: You want to create 6 lesson plans for students who are taking a class in retailing. Your goal is to make sure your lessons will be challenging and interesting, while covering topics that you feel are vital.

ACTION PLAN: Begin by going to the Professors’ Center on Plunkett Research. There, you will be able to study sample lesson plans that were created specifically for use with the data and tools found on Plunkett Research Online. Next, go to the Retail Industry Research Center on Plunkett Research. There, you are able to quickly outline custom lesson plans asking students to research industry trends, statistics and leading companies. You are able to guide them to use the Plunkett glossary to learn important industry terms, and to use the Plunkett lists of leading industry associations and professional societies in order to utilize these organizations to learn key aspects of the industry.

TIP: Plunkett’s industry data is written in a manner that is interesting, informative and easy to understand. Your students will be able to enjoy their assignments while boosting their knowledge and skills.

3

Use a Video to Get Your Class Excited About an Industry

EXAMPLE: You want to kick off the first day of your course on the telecommunications industry by showing a video that will introduce your students to the industry and get them excited about the class.

ACTION PLAN: Go to the Telecommunications Industry Research Center at Plunkett Research. Here, you will find one of our highly-regarded introductory videos for that industry. Plunkett Research provides video introductions to all major industry sectors. Each video runs approximately 5 to 7 minutes. You can show the video in the classroom, copy the link into your lesson plans and post the link to Blackboard at your discretion.

TIP: Since many industries have synergies, be sure to encourage your students to watch videos on sectors that are related. For example, our Advertising and Branding industry video is excellent to watch as an adjunct to our Entertainment and Media industry video.

4

Assign Financial Research Projects

EXAMPLE: You want your students to study the effect of gross profit margins on final profits, across a certain set of industries.

ACTION PLAN: Using the Industry Research Centers on Plunkett Research Online, you are able to select companies within industries that will make interesting comparisons. You decide to ask them to compare 1) top companies in software to companies in food processing, 2) top companies in pharmaceuticals to companies in health care services, and 3) top companies in retailing to companies in e-commerce. Your students will easily be able to go directly to the data they need, while they will have an excellent opportunity to view, copy and analyze relevant numbers. They will be able to see the distinct differences and patterns that lead some industries to be dramatically more profitable per dollar of revenue than others.

TIP: The “Compare Companies” link on our company profiles enable users to select a custom set of companies and export their financials to Excel spreadsheets.



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Our Market Research = Your Smart Decisions