

PROFESSORS: TOP USES FOR PLUNKETT RESEARCH ONLINE

PlunkettResearchOnline.com



Nº 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 a 100 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.

Nº 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 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.

Nº 2

CREATE A MARKETING PLAN COMPETITION



EXAMPLE: You want to create a team project to write a marketing plan for a new Internet-based service designed primarily for use on wireless devices.



ACTION PLAN: Direct your students to utilize five key Industry Research Centers on Plunkett Research as their jumping off point for the project: Wireless Industry, Games/Apps/Social Media Industry, Advertising/Branding Industry, E-Commerce Industry. Require them to study leading companies, compile relevant statistics, do market research and learn important glossary terms. Part of their assignment will be to use the Plunkett lists of leading industry associations to find additional sources of data and experts to interview.



TIP: Your students will be able to study key trends in your targeted industry. This will enable them to broaden their perspective and provide valuable input to their team.

Nº 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.