

RESEARCH PROCESS FOR DECA

_____1. Find an interest area for your project by reading descriptions of all the competitive events in the DECA Guide at www.DECA.org. Pay special attention to the Event Overview, Written Entry Guidelines, Penalty Point Checklist, Presentation Guidelines and Presentation Judging for each event.

_____ 2. Once you have selected your event, read the prompt/guidelines and determine the questions you need to answer. The over-arching, essential question should be based on your event prompt.

- Developing a research question (blank)
- Developing a research question (filled in)

_____ 3. Locate sources: How can you find relevant information on your topic?

- How to develop keywords (blank)
- How to develop keywords (filled in)
- Basic searching in Google
- How to search Proquest (video)
- How to search Masterfile Explora (video)
- Record the effectiveness of your search (blank)

BUSINESS AND DEMOGRAPHIC DATABASES

Find descriptions of companies and demographic information using pay databases from Spokane Public Library at www.spokanelibrary.org. You will need to use your student library card number from Spokane Public Library to access these databases.

Business Source Complete Full-text journals for business, including marketing, management, accounting, and economics, as well as detailed information on public and private companies

Demographics Now Searchable demographics and consumer and business statistics, with directory information and easy business startup reports

Morningstar Investment Research Center Online investment information on companies, funds, and markets, along with newsletters, articles, and other educational information

Reference USA Directories Searchable listings of millions of U.S. businesses and residents, including searches by location, size, or business type, or consumer lifestyles

Find news articles on companies and business trends using these databases.

MAGAZINE, JOURNAL, NEWSPAPER DATABASES

MasterFile Explora Magazines A collection of the most popular full-text magazines, journals, and other highly-regarded sources from the world's leading publishers

Proquest Magazines and Newspapers Search magazines and newspapers for information on current events, education, arts, and social sciences, including full-text articles from the *Spokesman Review* since 1994

BUSINESS ADMINISTRATION WEBSITES

- Better Business Bureau
- Small Business Administration

CHARITABLE ORGANIZATION WEBSITES

- Charity Watch
- Guide Star
- The Life You can Save

YOUR TEXTBOOK

- Marketing Essentials by Lois Schneider Farese, Grady Kimbrell, and Dr. Carl A. Wolosyk (ISBN: 9780021401109)

_____ 4. Print, photocopy, or save the sources that will contribute valuable information to your project.

_____ 5. Organize photocopies and prints from information sources.

_____ 6. Read, highlight, and annotate your sources.

_____ 7. Take notes using this organizer.

Organizer for notes (blank)

Organizer for notes (filled in)

_____ 8. Record any sources that you read for background information, or that you took notes from in a bibliography.

Articles from databases always include an MLA citation.

If you cite a source that doesn't provide a citation, create a citation using a bibliography composer like **Citation Machine**. ([LINK](#))

_____ 9. Write a rough draft from your notes.

_____ 10. Type a final draft of your paper using the guidelines in the DECA guide.