Welcome to the Library!
Your LSBU login
With your username and password you can access:

- Wi-Fi – select the eduroam network
- Your LSBU email
- Moodle (VLE)
- My LSBU (Student Portal)
- Your Library account
- Your subject databases
To activate your student IT account

• Go to My LSBU

• Click on either link under the login button.

• Follow the instructions onscreen

• Any problems? Let us know!
Moodle
LLR on Moodle

- Enrol on the LLR Homepage to access tutorials, guides and videos.
- Get regular updates about upcoming workshops and LLR events
- Links through to LibGuides and My LSBU

Search results: 7

LLR Home: Library and IT Support

Leader: Erin Bloxsidge
Leader: Alison Chojna
Leader: Russell Goodwin

This LLR Moodle site provides access to all the information you will need regarding training and development of Library, IT and Digital skills.

This site is accessible by self-enrolment.

Category: Student Support
Reading Lists
Accessing your Reading List

17/18, Marketing in a Digital World
BBM_4_MDW_1718

Course Information & Assignment Details
In this folder in addition to the assignment brief you will find additional information to help you develop your plan.

Seminar Activities

Reading Lists
Marketing In a Digital World
(10 items), last updated about a year ago
Using the Library
Fines!
For late return when overdue items are on hold:
- £2 per day per item (up to a maximum of £20 per item)
- 2 day grace period

<table>
<thead>
<tr>
<th>Type of Student</th>
<th>Books</th>
<th>DVDs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate (BA, BSc)</td>
<td>15</td>
<td>5</td>
</tr>
<tr>
<td>Postgraduate (PG Dip, CPE, MA, MSc, LLM)</td>
<td>20</td>
<td>5</td>
</tr>
</tbody>
</table>
Layout of the Library

Study Spaces
• Group Study
• Quiet Study
• Silent Study

Marketing books are on 3 West

Library Help desk on 1 East

Student IT Support on 1 West

11 Bookable Group Study Rooms
Digital Devices

• Computers on every floor except Level 3
• MFDs (Multi-Function Devices) – printing, scanning and photocopying
• Laptops – 7 hour load period
• Large Format Printers
• Projectors – until help desk closes
Assistive software

• MindManager – Mind Mapping
  • Also available for download from My LSBU

• ClaroRead Plus – Literacy Support with screen reading

• Spellementary – spelling assistance
Creative Advertising LibGuide

https://libguides.lsbu.ac.uk/creativeadvertising

- Library catalogues
- Databases
- Training materials
- Contact details
- Current awareness

A work in progress!
Free Software for download

- MS Office
- NVivo
- MindManager
- Matlab
- SPSS
- Sophos Antivirus
- Matlab
- SPSS
- MindManager
- NVivo

My LSBU > Library & Academic > Library and Learning Resources > IT Support button
The Library catalogues
How to search

The Library Catalogue
- Books
- DVDs
- Databases
- Journals

The Discovery Service
- Books
- DVDs
- Databases
- Journals
- Journal articles
- Newspaper articles
Your turn!

1. Search for **creative advertising** in the **Discovery Service**. How many academic articles does the Discovery Service bring back for this search?

2. Find **Digital marketing excellence: planning, optimizing and integrating online marketing** by Dave Chaffey and Paul R. Smith

   - Is it available as an ebook?
   - What is the class number for this book?
   - How many print copies are there?
Answers

How many academic articles does the Discovery Service bring back for this search?

116,385

Is *Digital marketing excellence: planning, optimizing and integrating online marketing* by Dave Chaffey and Paul R. Smith available as an e-book?

Yes

What is the class number for this book?

658.872 CHA

How many print copies are there?

8
Journal articles

Written by experts in your area:
• Academics
• Practitioners
• Researchers

Can be:
• results of a piece of research
• a literature review
• a case study

Peer review
• Quality check
• A process by which the methodology and results are discussed and checked by independent experts in the same field.

How to access them
• Not via Google!
• Mostly online
• Massive databases containing thousands of journals and millions of articles

You are expected to use journal articles in your assignments.
Subject Databases

Search by keywords
Eg. Digital marketing

Using **AND** and **OR**

Digital **AND** marketing

Digital **OR** online **OR** internet
Marketing **OR** advertising **OR** promotion

Truncation and phrase searching

Digital market*

“digital marketing”
Box of Broadcasts

- All BBC, ITV and Channel Four programmes
- Many Freeview channels including Dave, Viva, Yesterday, Sky News and Al Jazeera
- Several foreign language TV channels
- Over 2 million programmes that have been broadcast since the 1990s
- Radio programmes past and present
- Anything that has been recorded by another user
Box of Broadcasts

You can:
• Record content seven days before broadcast, or up to 30 days after broadcast
• Create clips and playlists
• Share clips on social media
• Watch any programmes or clips on any computer, tablet or device with internet access within the UK
Further training

• Assignment Surgeries
• Workshops
  • Harvard Referencing
  • Refworks
  • Literature searching
• Book on via the calendar on the Training tab
Where to get Help
Library and Learning Resources

Library
Helpdesk – 1 East
library@lsbu.ac.uk
020 7815 6607/6615

IT Support
Helpdesk – 1 West
llr-ithelpdesk@lsbu.ac.uk
020 7815 6678

Digital Skills
Digital Skills Centre
digitalskills@lsbu.ac.uk
020 7815 6610
Library and Learning Resources
Academic Liaison Team (ALT)

Arts and Creative Industries
LLRaci@lsbu.ac.uk

Research Helpdesk, 3 Bridge
Mon-Fri 12.00-4pm
Student Services

Disability and Dyslexia Support (DDS)
disability@lsbu.ac.uk
0207 815 6454

Student Life Centre
Borough Road
MyLSBU link

Skills for Learning
S4L@lsbu.ac.uk
020 7815 6454
MyLSBU link
Social Media

Search in Facebook for LSBU Library and Learning Resources

Search Twitter for @LLRlsbu

Read our blog: https://libguides.lsbu.ac.uk/llrblog/generalblog

Find us on Instagram  LLR@LSBU
Any questions?