



**Indian Institute of Management Tiruchirappalli**

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**Learning Resource Centre**

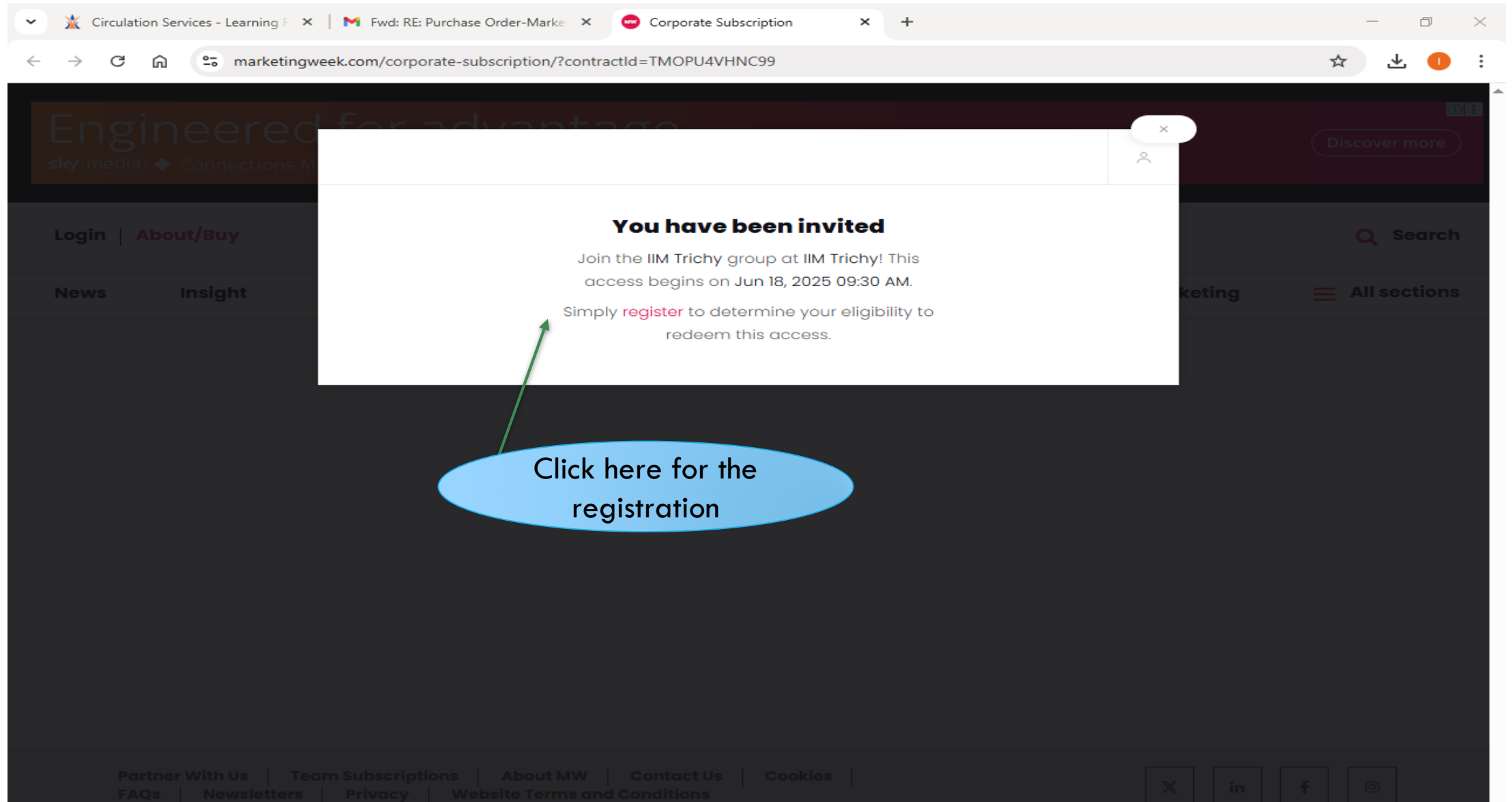
# User Manual for Marketing Week

# INTRODUCTION

Marketing Week delivers exclusive information, insight, and intelligence that explores the issues, opportunities, and challenges that marketers face. It gives users unlimited access to a rich archive of more than 90,000 articles, including

- ❖ **Exclusive news** on influential brands, key individuals and pertinent issues
- ❖ **In-depth insights** and analytical investigations
- ❖ **Insightful interviews** from marketing and industry leaders
- ❖ **Critical case studies** and comprehensive reports
- ❖ **Subscriber-only analysis** guiding you through key stories and developments

# Registration Process:



**Registration Process:** To complete the registration process, enter your first and last name, email, password, and organization name, then click 'Sign Up'.

The image shows a web browser window displaying the registration page for Marketing Week. The URL in the address bar is `marketingweek.com/corporate-subscription/?contractId=TMOPU4VHNC99`. The page features a dark header with the Marketing Week logo and navigation links. A white modal form titled "Create your account" is centered on the screen. The form includes fields for "FIRST NAME", "LAST NAME", "EMAIL", and "PASSWORD". Below these are checkboxes for newsletter preferences and a field for "ORGANISATION NAME". A "SIGN UP" button is at the bottom of the form. Blue arrows point from text labels to each of these fields: "First Name" to the first name field, "Institutional Email" to the email field, "Organization Name" to the organisation name field, "Click here" to the "SIGN UP" button, "Last Name" to the last name field, and "Password" to the password field.

First Name

Institutional Email

Organization Name

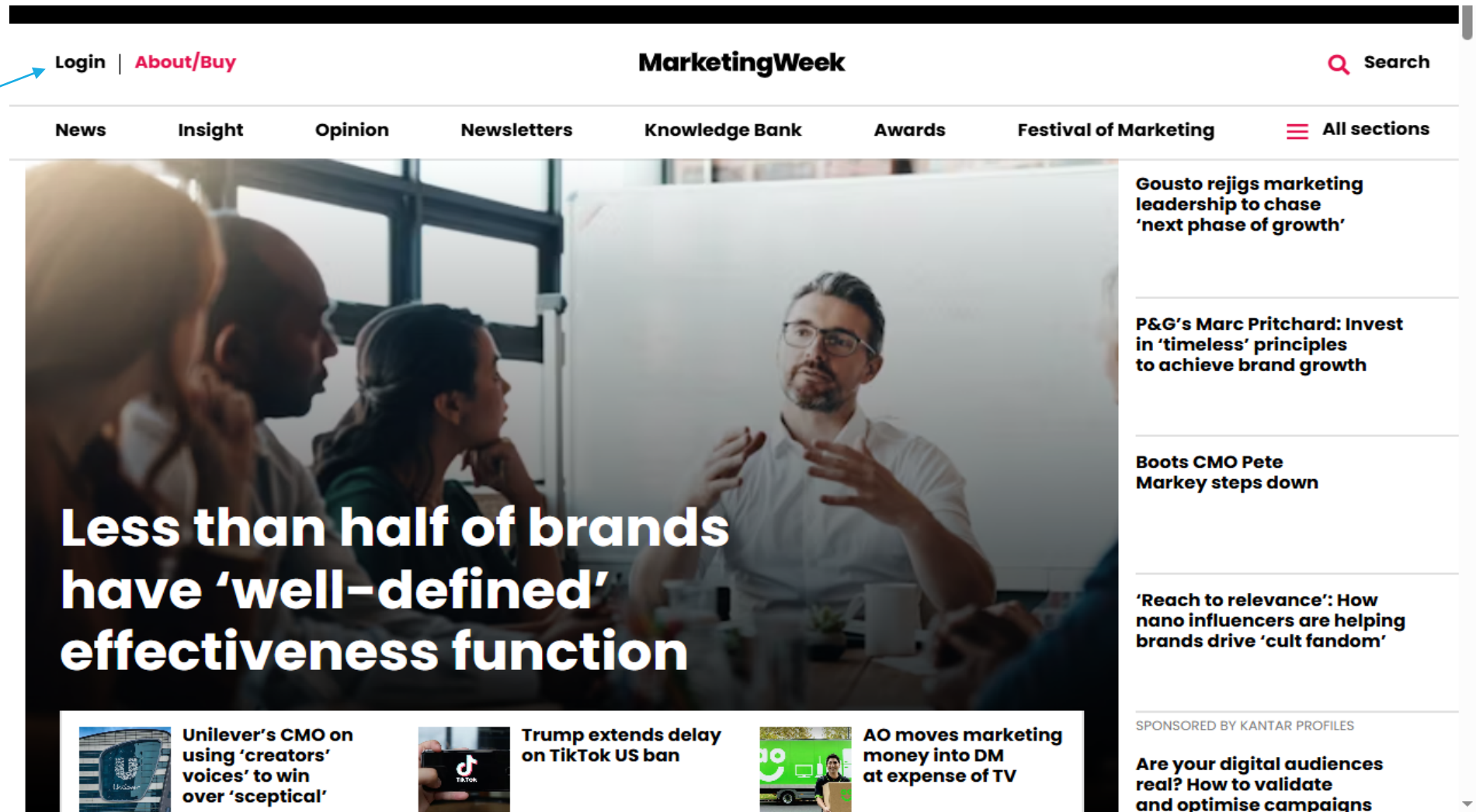
Click here

Last Name

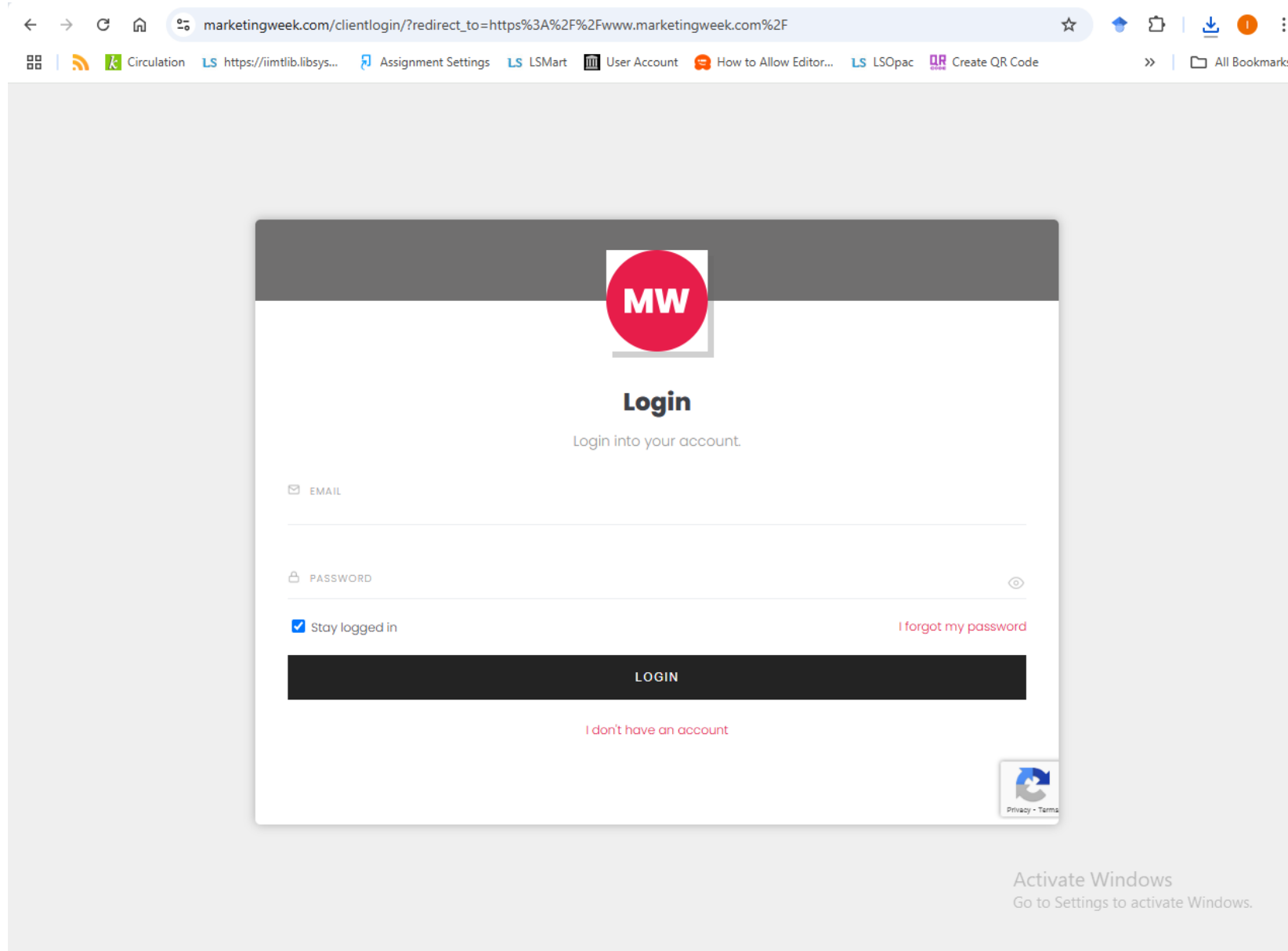
Password

**Login process:** After the creation of the account user can directly login to their account using the mentioned below: <https://www.marketingweek.com/>

Click here for

A screenshot of the MarketingWeek website. The header features a navigation bar with 'Login' and 'About/Buy' links, the 'MarketingWeek' logo, and a search icon. Below the header is a secondary navigation bar with links for 'News', 'Insight', 'Opinion', 'Newsletters', 'Knowledge Bank', 'Awards', 'Festival of Marketing', and 'All sections'. The main content area is dominated by a large article titled 'Less than half of brands have 'well-defined' effectiveness function' with a background image of a man in a white shirt gesturing during a meeting. To the right of this article is a vertical list of smaller headlines: 'Gousto rejigs marketing leadership to chase 'next phase of growth'', 'P&G's Marc Pritchard: Invest in 'timeless' principles to achieve brand growth', 'Boots CMO Pete Markey steps down', and ''Reach to relevance': How nano influencers are helping brands drive 'cult fandom''. At the bottom, there is a row of four smaller articles with thumbnails: 'Unilever's CMO on using 'creators' voices' to win over 'sceptical'', 'Trump extends delay on TikTok US ban', 'AO moves marketing money into DM at expense of TV', and 'Are your digital audiences real? How to validate and optimise campaigns'. A small text 'SPONSORED BY KANTAR PROFILES' is visible above the last article.

# Log in with your Registered email and Password.



The screenshot shows a web browser window with the URL `marketingweek.com/clientlogin/?redirect_to=https%3A%2F%2Fwww.marketingweek.com%2F`. The browser's address bar and tabs are visible at the top. The main content area displays a login form for MarketingWeek (MW). The form has a dark grey header with the MW logo. Below the logo, the word "Login" is centered, followed by the instruction "Login into your account." The form contains two input fields: "EMAIL" and "PASSWORD". The "PASSWORD" field has a toggle icon for visibility. Below the input fields, there is a checkbox labeled "Stay logged in" which is checked, and a link "I forgot my password" in red text. A large black "LOGIN" button is positioned below the checkbox. At the bottom of the form, there is a link "I don't have an account" in red text. In the bottom right corner of the form, there is a small icon for "Privacy - Terms". The background of the page is light grey, and a Windows watermark is visible in the bottom right corner.

marketingweek.com/clientlogin/?redirect\_to=https%3A%2F%2Fwww.marketingweek.com%2F

**MW**

## Login

Login into your account.

EMAIL

PASSWORD

☒ Stay logged in [I forgot my password](#)

**LOGIN**

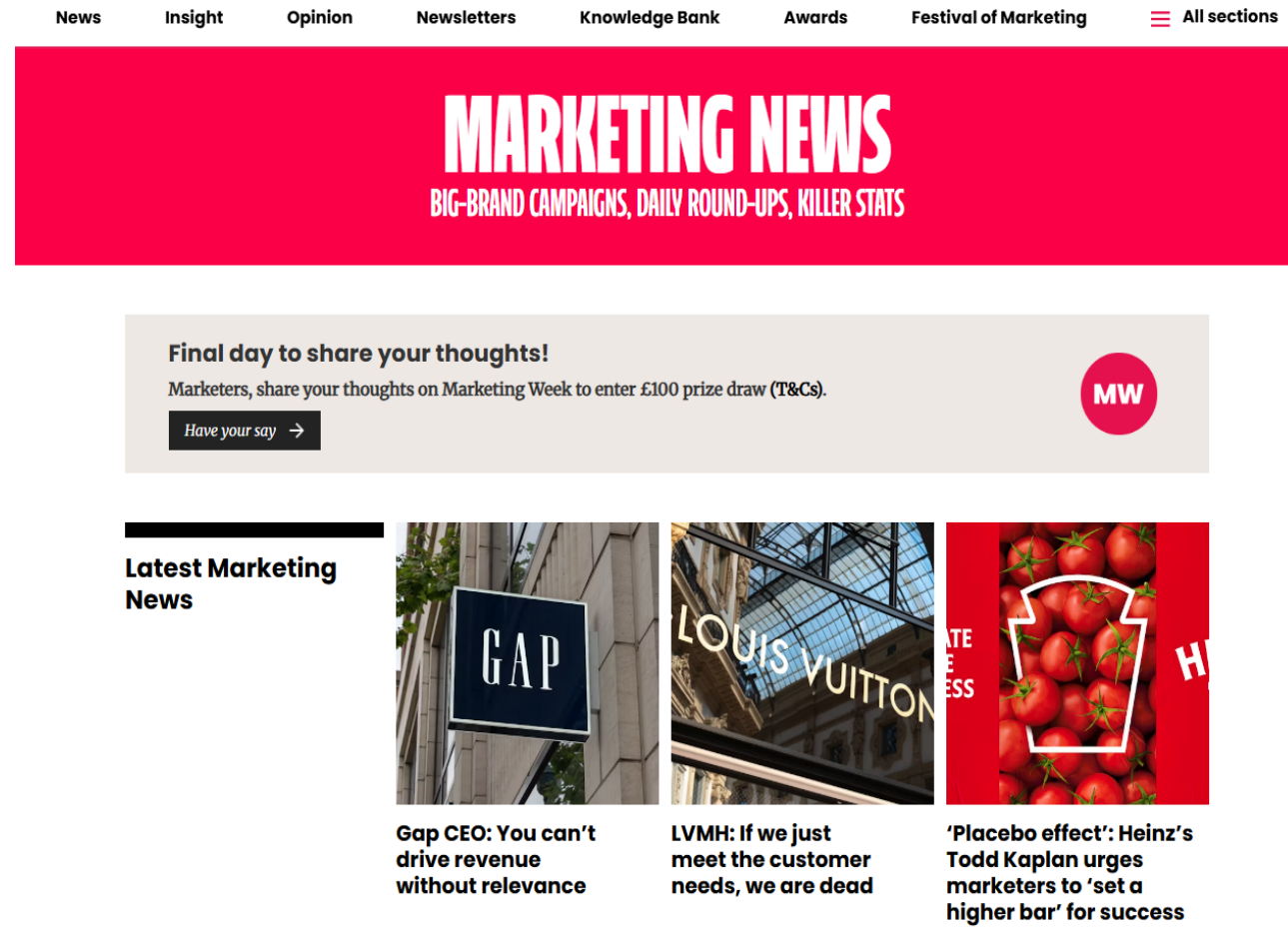
[I don't have an account](#)

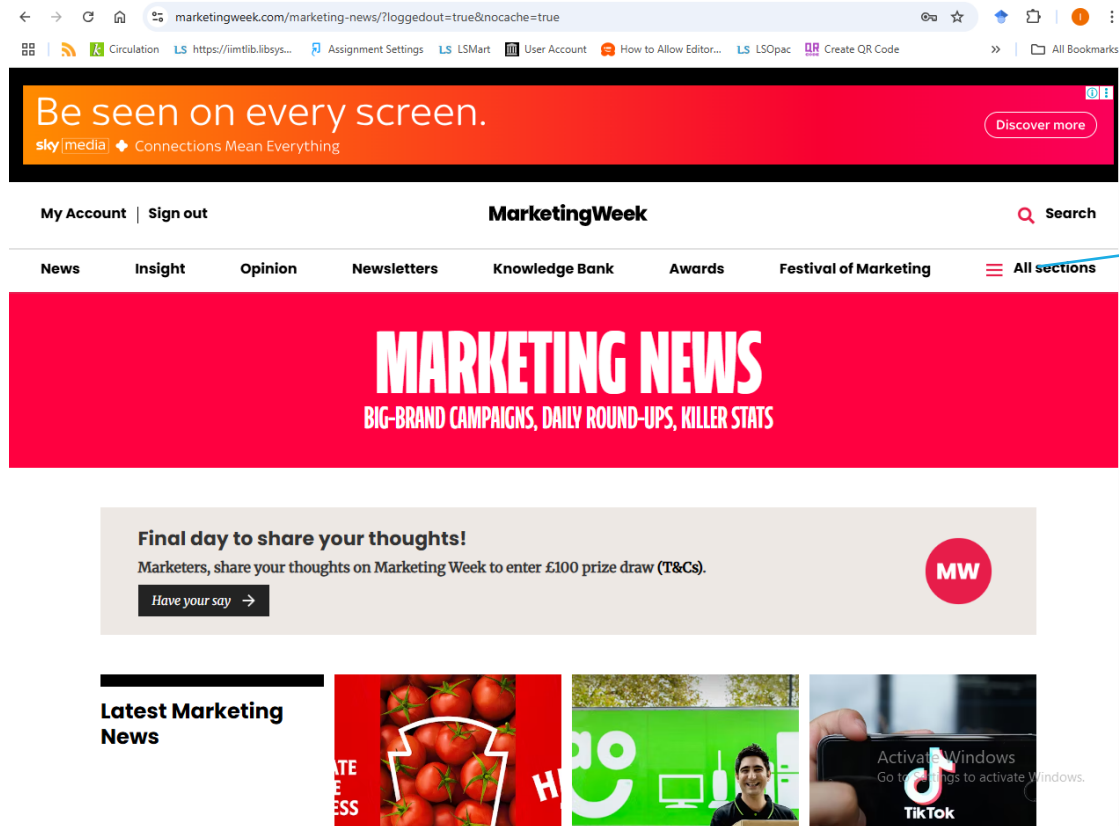
[Privacy - Terms](#)

Activate Windows  
Go to Settings to activate Windows.

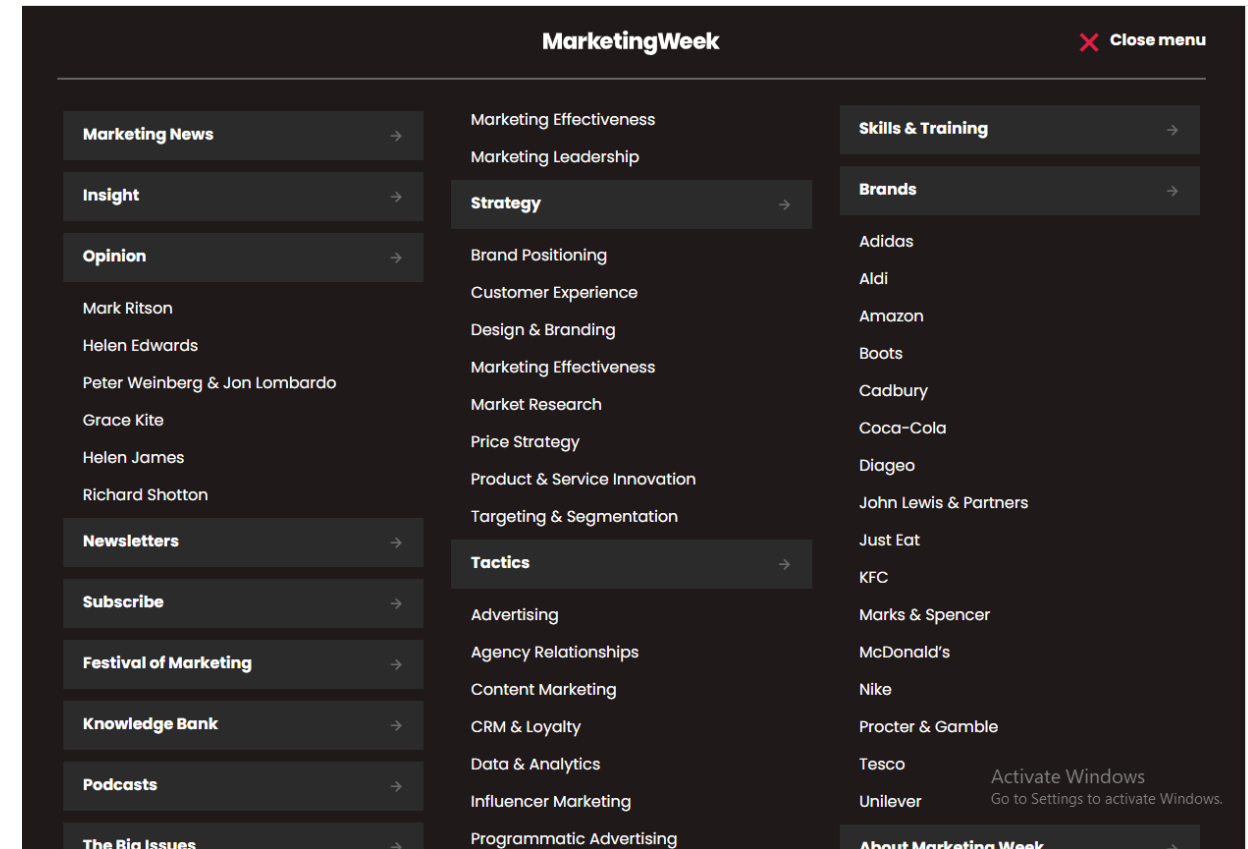
**Home Page:** The MW homepage contains various tabs such as News, Insight, etc.

- ✓ News
- ✓ Insight
- ✓ Opinion
- ✓ Newsletters
- ✓ Knowledge Bank
- ✓ Award
- ✓ Podcasts
- ✓ Festival of Marketing
- ✓ All Sections



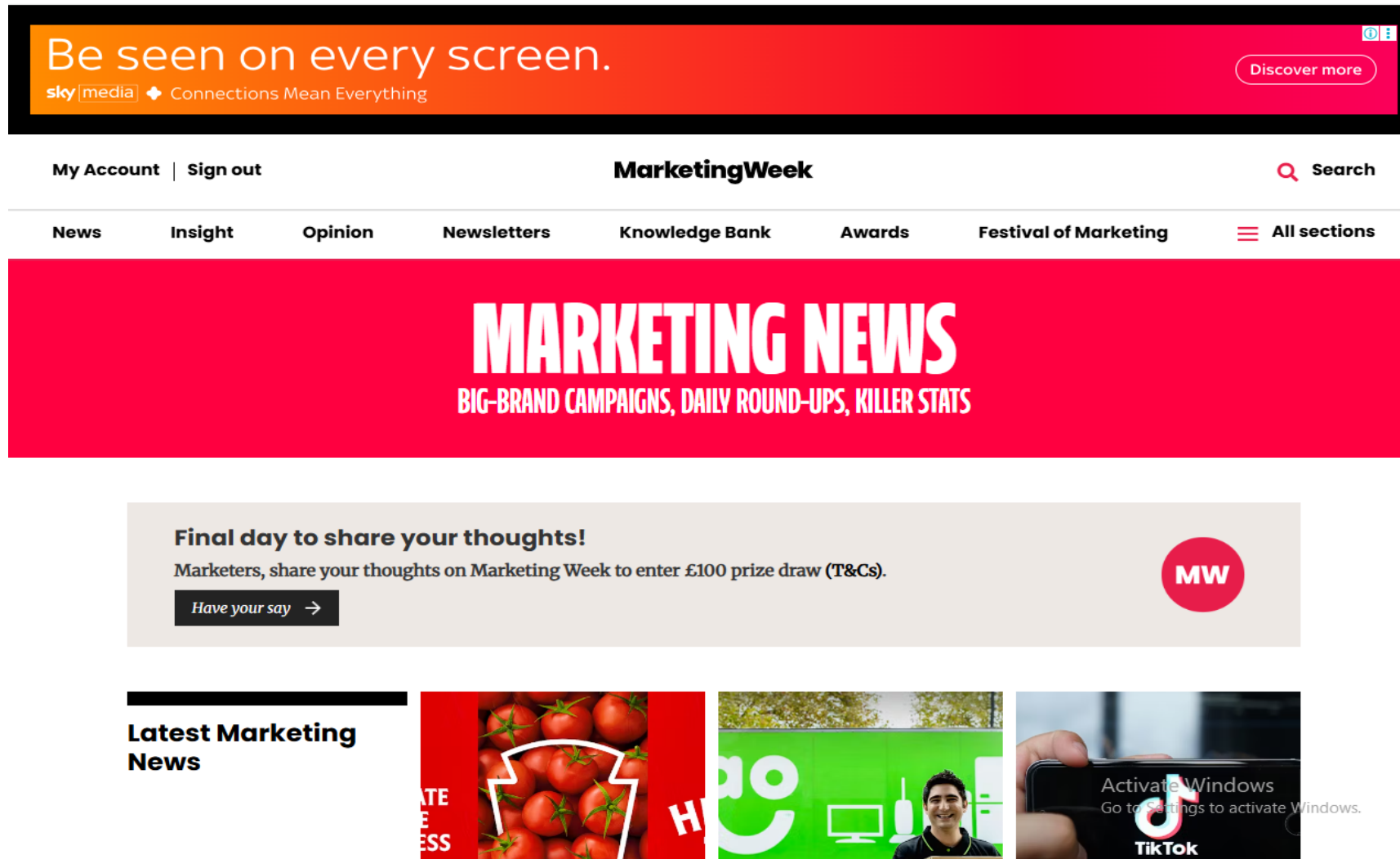


All Sections





**News:** The MW covers the latest news on the biggest stories, allowing users to stay up to date and informed on what they need to know.



**Insight:** MW provides insight, research and reports into key issues, which allows users to benchmark decision-making.

The screenshot shows the MarketingWeek website homepage. At the top is a red banner with the text "Engineered for advantage." and the sky media logo. Below this is a navigation bar with links for "My Account", "Sign out", "MarketingWeek", and a "Search" button. A secondary navigation bar lists categories: "News", "Insight", "Opinion", "Newsletters", "Knowledge Bank", "Awards", "Festival of Marketing", and "All sections". The main content area features a large red banner for "MARKETING ANALYSIS" with the subtitle "IN-DEPTH FEATURES, INTERVIEWS AND INSIGHTS INTO THE BIG ISSUES". Below this is a grey box for a contest: "Final day to share your thoughts! Marketers, share your thoughts on Marketing Week to enter £100 prize draw (T&Cs). Have your say →" with a red "MW" logo. At the bottom, a "Latest Analysis" section displays three image thumbnails: a hand holding a phone against a heart pattern, a collection of colorful boxes labeled "BYOMA", and a blue background with a white maze and a yellow arrow.

Engineered for advantage.  
sky media ♦ Connections Mean Everything

Discover more

My Account | Sign out

MarketingWeek

Search

News Insight Opinion Newsletters Knowledge Bank Awards Festival of Marketing All sections

**MARKETING ANALYSIS**  
IN-DEPTH FEATURES, INTERVIEWS AND INSIGHTS INTO THE BIG ISSUES

**Final day to share your thoughts!**  
Marketers, share your thoughts on Marketing Week to enter £100 prize draw (T&Cs).  
Have your say →

MW

**Latest Analysis**

Three image thumbnails are displayed below the latest analysis section:

- Thumbnail 1: A hand holding a smartphone against a background of white hearts on a red and yellow gradient.
- Thumbnail 2: A collection of colorful boxes and bottles, many labeled "BYOMA".
- Thumbnail 3: A blue background with a white maze pattern and a yellow arrow pointing towards the text "Activate Windows. Go to Settings to activate Windows."

**Opinion:** Expert opinion/commentary from marketing's most respected voices, including Mark Ritson, Helen Edwards, Grace Kite and Richard Shotton.

[My Account](#) | [Sign out](#)

MarketingWeek

[Search](#)


[News](#) | [Insight](#) | [Opinion](#) | [Newsletters](#) | [Knowledge Bank](#) | [Awards](#) | [Festival of Marketing](#) | [All sections](#)

# MARKETING OPINION


THE SHARPEST COMMENTARY ON THE BIG ISSUES

**Final day to share your thoughts!**  
Marketers, share your thoughts on Marketing Week to enter £100 prize draw (T&Cs).

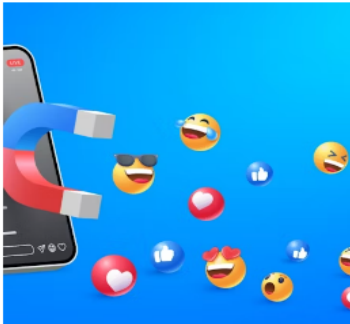
[Have your say →](#)




## Latest Opinions



**So you think you're**



**YouTube's real threat**



**Are you managing**

**Podcasts:** Featuring analysis of marketing trends and interviews with top marketers.

My Account | Sign out

MarketingWeek

Search

News

Insight

Opinion

Newsletters

Knowledge Bank

Awards

Festival of Marketing

All sections

MARKETING OPINION

THE SHARPEST COMMENTARY ON THE BIG ISSUES


Final day to share your thoughts!

Marketers, share your thoughts on Marketing Week to enter £100 prize draw (T&Cs).

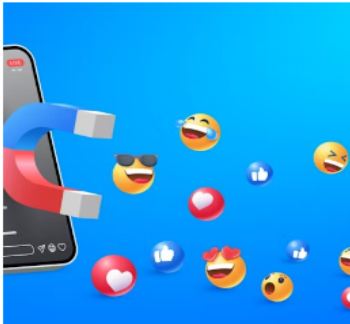
Have your say →

MW


Latest Opinions



So you think you're



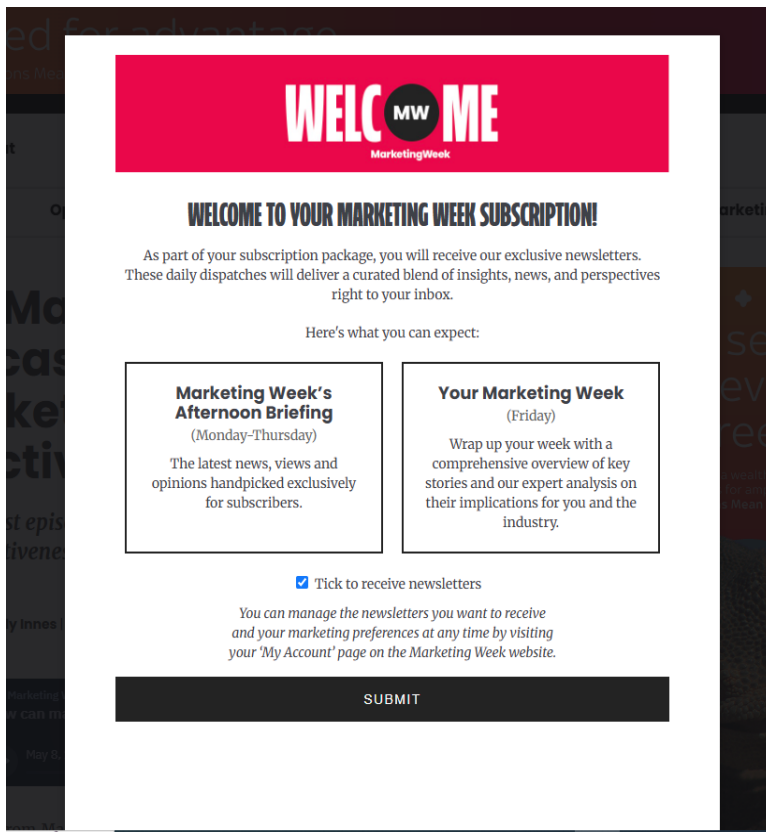
YouTube's real threat



Are you managing

LEARNING RESOURCE CENTRE (LRC)

**Newsletters:** As part of our subscription package, users will receive exclusive newsletters. These daily dispatches will deliver a curated blend of insights, news, and perspectives right to your inbox. Also, you can manage the newsletters you want to receive and your marketing preferences at any time by visiting your 'My Account' page on the Marketing Week website.



The screenshot shows a subscription confirmation page for Marketing Week. At the top is a red banner with the 'WELCOME' logo and 'MarketingWeek' text. Below this is a heading 'WELCOME TO YOUR MARKETING WEEK SUBSCRIPTION!' followed by a paragraph explaining that subscribers will receive exclusive newsletters. A sub-heading 'Here's what you can expect:' introduces two boxes: 'Marketing Week's Afternoon Briefing (Monday-Thursday)' and 'Your Marketing Week (Friday)'. Below these boxes is a checkbox for 'Tick to receive newsletters' which is checked, and a paragraph about managing preferences. At the bottom is a black 'SUBMIT' button.

**WELCOME**  
MarketingWeek

**WELCOME TO YOUR MARKETING WEEK SUBSCRIPTION!**

As part of your subscription package, you will receive our exclusive newsletters. These daily dispatches will deliver a curated blend of insights, news, and perspectives right to your inbox.

Here's what you can expect:

**Marketing Week's Afternoon Briefing**  
(Monday-Thursday)

The latest news, views and opinions handpicked exclusively for subscribers.

**Your Marketing Week**  
(Friday)

Wrap up your week with a comprehensive overview of key stories and our expert analysis on their implications for you and the industry.

☒ Tick to receive newsletters

You can manage the newsletters you want to receive and your marketing preferences at any time by visiting your 'My Account' page on the Marketing Week website.

**SUBMIT**

**Marketing Week's Afternoon Briefing :** The latest news, views and opinions handpicked exclusively for subscribers.

**Your Marketing Week:** Wrap up your week with a comprehensive overview of key stories and our expert analysis on their implications for you and the industry.



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## Learning Resource Centre

**Thank you**  
**for any further query please contact**  
**“[library@iimtrichy.ac.in](mailto:library@iimtrichy.ac.in)”**