The material which follows is designed to help students in the presentation of written assignments. The issues covered are structure, referencing and quotations with examples provided for each.

The referencing system used is the **Harvard System**. This is a simple in text system which may be used in all your marketing courses.

Footnotes should not be used to reference, but may be used to clarify points at the bottom of the appropriate page within the assignment. Do not use endnotes for this purpose. An example of how footnotes may be used is contained at the end of the report where a sample reference list is provided.

Additional information on referencing can be obtained from the Learning Centre or from the following textbook located in the UNSW library.


This book can be found at call number S686.2252/3Z

**Abstract/Executive Summary**

This should reflect the material in the assignment. It is a summary of what you really want the reader to learn from your assignment. It therefore needs to reflect the main issues, findings and any resolution of the issues in a cohesive manner. An abstract is normally used when you are presenting an essay or assignment and is half a page in length. An executive summary is used when you are presenting a report and is one page. The abstract/executive summary goes before the table of contents after the title page and does not have a page number.
**TABLE OF CONTENTS**

The table of contents should be placed separately following the title page and abstract/executive summary. If you are asked to provide a table of contents you will need to use subheadings. It should be set out as follows and does not have a page number.

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<th>Contents</th>
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<td>Heading 1</td>
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**APPENDICES**

You may want to include information obtained from companies or about your firm/product in your Appendices, for example, company brochures or copies of advertisements. However, make sure what you include is relevant and do not clutter your assignment with unnecessary appendices. **Only include material that has been referred to in the body of the assignment.**

Other information which might be put in the appendices includes: copies of questionnaires used; additional graphs, diagrams and information (you want to refer to but do not want to put in the body of the text); and copies of advertisements.

Each piece of information should be **labelled separately** and put on a separate page using either numbers of letters, for example:

Appendix A
Appendix B
The Appendices go at the end of the assignment before the reference list. Before your appendices put a one page list of the appendices, for example:

<table>
<thead>
<tr>
<th>List of Appendices</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appendix A: BHP Company Report</td>
</tr>
<tr>
<td>Appendix B: Sales Brochure from Coca Cola</td>
</tr>
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<td>Appendix C: Copy of print advertisement</td>
</tr>
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</table>

If you use appendices you need to refer the reader to them, within the body of the text, in the following way:

Sales have increased by 20% in the past 12 months (Appendix A).
The advertising campaign uses Kieren Perkins, a well-known swimmer (Appendix C).

REFERENCING (CITING) WITHIN THE BODY OF YOUR ASSIGNMENT

USING OTHER PEOPLE’S IDEAS WITHOUT ACKNOWLEDGEMENT IS PLAGIARISM

If you are defining a term, or summarising an argument, in your own words, based on ideas you got from a textbook/journal or other source, you must acknowledge the source and reference in the following manner:

CITING A BOOK, JOURNAL ARTICLE OF CONFERENCE PROCEEDINGS

As a general rule, when citing a single source in text it is (Author(s) Date). Segmentation is a process of dividing the marketing into homogenous groups (Dickson and Ginter 1987).

If you have a number of sources from where you got this overall idea, you cite them with a semi colon (;) separating each reference and in chronological order (year of publication).

Segmentation is a process of dividing the marketing into homogenous groups (Dickson and Ginter 1987; Basu 1994; Kotler, Armstrong, Brown and Adam 1998).
If **two or more works by the same author, published in the same year**, are cited, they should be distinguished from each other by adding the letters a, b, c, etc. as required.

(Davies 1956a)
(Davies 1956b)

If you are taking a reference from a **book or conference proceedings** which has a number of different articles/chapters with **many different authors**, then you cite the authors of the relevant article not the editors or source of the publication.

(White and Furner 1981)

**USE OF ET AL.**
Where there are **four or more authors**, it is possible to use et al. However, you must state all the authors the **first** time you cite the reference.

For example, the first time you reference it would look like this (Kotler, Armstrong, Brown and Adam 1998) and thereafter this reference would be (Kotler et al. 1998)

**CITING A NEWSPAPER ARTICLE/MAGAZINE**
When an **author** is mentioned, it is the same as for books and journals:

(Forman 1997)

For a **direct quote**:

(Forman 1997, p.7)

Where there is **no author listed**, put the name of the article and the year of publication:

(China tests the waters in Australia 1997)

**CITING A WEB PAGE**
In many cases there will not be a specific author listed. In this instance you reference the name of the web site instead of an author:

(American Marketing Association 1994)
(Coca Cola 1998)
Where there is an **author but no date** (n.d.)* indicated on the site as to when it was created or updated:
(ninemsn n.d.)

*n.d. is used where there is no date and can be used in the case of books, journal articles etc where there is no date listed.

**CITING A PERSONAL CONVERSATION**
It is preferable that **personal communications** be incorporated in the text:
In an interview conducted on 2 May, 1998, Ms B Daly stated that sales have continued to increase in the past 12 months.

However, a personal communication may also be cited as follows:
Sales have continued to increase in the past 12 months (Daly, B, 1998, pers comm, 2 May)

A lecture may be cited in the following way:**
(Caldwell, M, 1998, lecture, 31 March)

**However, use sparingly. Note that rather than repeating what is said in lectures, it is expected you will conduct your own research into the topic in question.

**WHERE THERE IS NO AUTHOR MENTIONED**

Do not use Anonymous or Anon. Instead cite in the following manner, using the name of the book, publication or the article:
(Marketing in the future 1998)
(Businesses big and small team up 1993)

If using a quote, then it would include a page number and appear as follows:
(Businesses big and small team up 1993, p 39)
CITING COMPANY REPORTS AND INFORMATION OBTAINED FROM COMPANIES

If you do not include the company reports or brochures in the appendices you need to cite the reports within the paper.

If there is a specific **author** then it is as per books and journals:  (Jones 1998)

If there is **no author** then you need to use the title of the report/brochure:

(BHP Company Report 1996)
(Coca Cola Sales Brochure 1996)

If the title of the **company report/brochure** is long, you may want to abbreviate it. However, the **first time you mention it you must put all the details** and note that you will hereafter by abbreviating it.

(Coca Cola Sales Brochure 1996, hereafter CCSB) then each time after that this report is referenced you put (CCSB 1996).

Another example is:


**QUOTATIONS**

If you **quote directly** from a source (textbook, journal, newspaper etc) then you would cite in the following manner:

As noted by Levitt (1975, p 38) ‘the difference between marketing and selling is more than semantic.’

Another approach to structuring a sentence with a quote in it would be:

In addition “a lack of big new releases last year further depressed sales....’ (Hanes, Bonds puff their chests up 1993, p 67)

*An omission from the end of a quotation should be shown by four dots as above.*
Note here the quotations have been grammatically linked with the words that precede them.

**Longer quotations** should be indented and set out as separate paragraphs within the paragraph being written. Such quotations do not require quotation marks and should be put in a smaller font (i.e. 10). For example:

Medium contact services have been defined by Lovelock, Patterson and Walker (1998, p 40) as those services which:

…entail less involvement with service providers and include services in which customers visit the provider’s facilities (or are visited at home or at a third-party location by that provider) but either do not remain throughout the delivery process or else have little contact with service personnel.

A colon ( : ) is used to introduce the quotation. Use long quotes sparingly – it is preferable to illustrate you understand the issue rather than using other author’s words.

*An omission from the beginning of a quotation should be shown by three dots as it is at the beginning of this quotation.*

When the **quotation involves a quotation**, the whole quotation should be enclosed in single quotation marks and the quote within the quotation enclosed in double quotation marks.

**Using a source found in another book or article**

In some cases you may cite a reference but not access the original source. **You should always find the original source**, where possible, but if you cannot then when citing this you use the original authors as the reference. For example:

Industrial goods can be classified according to the buying situation (Robinson, Faris and Wind 1967).

If you are using a **quote from a secondary source**, use the original author.

Customer loyalty is defined as’…the relationship between relative attitude and repeat patronage.’ (Dick and Basu 1994, p 102)
Details on how to include the use of secondary sources in the Reference List is detailed below.

**REFERENCE LIST**

All books, articles and other sources referred to directly in the text should be listed on a reference page(s) that follows the body of the paper and the appendices.

*Entries are arranged in alphabetical order by author surname* (in the case of no author then it is by the first letter of the publication or title) with all authors’ names mentioned.

The *name of the book/journal is put in italics*. Exceptions to this rule are noted below.

The *page numbers* for references form journals/magazines/newspapers must be included.

*Personal communications and references to lectures* are *not included* in the Reference List.

**Note on the use of a bibliography (additional readings)**

A Reference List is not the same as a bibliography. A bibliography is a list of all works referred to but which were not referenced (cited) in the body of the assignment. It is expected that as an undergraduate you would not have a bibliography. If one is included it goes *after* the Reference List and is in the same format (ie. alphabetical order).

An example Reference List is shown below. This is a fictitious reference list – please do not use it as a source of references.
Reference List


*Coca Cola Company Report 1996*, Coca Cola Amatil: Chicago.³


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¹ Note that in the case of Internet references, the name of the site is put in italics.
² Note the use of pp. which denotes the article has a number of pages.
³ Note, as there is no author specified here, the name of the report goes first.
⁴ Note the use of the term quoted in used because this was a direct quotation from a secondary source.
⁵ Always reference sources exactly. In this case behavior is spelt the American way as that is how it appears in the book.
⁶ Note the inclusion here of the edition number.
Note cited is used here because a direct quote was not taken from the original source.