

# Harvard System of Referencing: a guide for studying members

## Introduction

Studying members wishing to submit an assignment for the Professional Diploma in Marketing units may use these notes to assist them.

The Introductory Certificate and Professional Certificate in Marketing students are not required to demonstrate this level of referencing in assignments, but may find these notes helpful.

The guide below is a modified version of the Harvard System.

## Making citations within the text

All statements, opinions, conclusions, etc taken from another author's work must be cited, whether the work is directly quoted, paraphrased or summarised. Cited publications are referred to in the body of an essay by giving the author's surname and the year of publication in one of the forms below.

Example: The author has also discussed the implications of these results on the advertising industry in another paper (Ward, 1999).

Example: Other writers have commented on related issues, notably Murray (1998, 1999) and Smith (1997).

Example: Turner (1999) argued in favour of the marketing industry becoming more ethical in general.

### Two authors:

Example: Smith and Jones (2003) argue that...

Example: The production of goods, and their distribution, took place on a small scale before the industrial revolution (Lancaster and Massingham, 1999).

### More than two authors:

Example: The lack of marketing leadership is damaging to many large companies (McDonald et al, 2006).

If the same author has published more than one work in the same year and studying members refer to several of them, the citations should be listed in chronological order with lower case letters after the date in order to differentiate them. The same applies to an author who has discussed a subject and produced works in several years.

Example: Studies show that the marketing of fair trade products is leading to increased consumer demand (Hobbs, 1999a, 1999b, 2000).

If more than one author is used to illustrate a point in the same sentence/paragraph, citations should be listed by date and then alphabetically.

Example: There is evidence that marketing to older people is becoming an attractive proposition (Brown, 1995; McKay and Donaldson, 1999; Segal, 2000; Thomson, 2000).

Quotation marks must be used when quoting from a text word-for-word. The page number that the quote is taken from should also be given in the citation. Short quotes are written in the body of your text.

Example: Kotler (2001, p3) states that "Marketers are skilled in stimulating demand for their products". However, longer quotations are separated from the text in their own paragraph.

Example: Stuart Derrick (2006, p12) finds that Scotland's emergence as a business destination is due to several factors:

“The country’s main selling points have always been its landscape, culture and the friendliness of its people. However, in recent years other aspects of the Scottish brand have come to the fore, powered by a national tourist organisation with redoubled resources”.

If a section of the quote is omitted, use three dots to show that words are missing.

Example: “Scottish golf is not resting on its laurels...and there are numerous plans afoot for new or revamped courses...” (McKelvie, 2006, p36).

### **Secondary referencing**

Studying members may wish to refer to studies that are themselves referred to by another author. In cases such as this, when the original work has not been seen by the studying member, both the original work and the secondary source should be cited.

Example: Three reasons for the mediating role of brand loyalty on information processing are given (Tellis, 1988, cited in Laroche et al, 2006).

### **Listing references**

A full list of the references used must be included at the end of essays, dissertations, etc.

These are listed alphabetically by author’s surname and then by date (earliest first). If an author has produced more than one work per year, which have been cited in the text, these are listed by date using a lower case letter to differentiate them (as per the citation in the text). Use the title page, rather than the front cover, when referencing books, as these sometimes differ. Punctuation should be as given in the examples below, with publication titles given in italics.

Books follow the pattern:

Surname, Initial. (Date) Title of book: given in italics. Edition. Place of publication, Publisher.

A book by one author:

Kotler, P. (2001) *A framework for marketing management*. United States, Prentice Hall.

A book by two authors:

Lancaster, G. and Massingham, L. (1999) *Essentials of marketing: text and cases*. 3rd edition. London, McGraw Hill.

A book by more than two authors:

McDonald, M. et al (2006) *Marketing due diligence: reconnecting strategy to share price*. Oxford, Butterworth Heinemann.

A book by a corporate author:

HMSO (2000) *Interpreting statistics successfully*. London, HMSO.

An edited book:

Baker, M. (ed) (1995) *Companion encyclopedia of marketing*. London, Routledge.

A chapter in a book:

Brownlie, D. (1995) *Environmental analysis*. In: Baker, M. (ed) (1995) *Companion encyclopedia of marketing*. London, Routledge. pp318-336.

An article in a journal:

Derrick, S. (2006) *Modern twist on traditional perceptions*. *Conference & Incentive Travel*, August, pp12-15.

Laroche et al (2006) Competitive advertising interference and ad repetition effects. *International Journal of Advertising*, Vol25(3), pp271-307.

An article in a newspaper: Shephard, A. (2004) As well as chocolate...*The Times*, 3 April, p4.

Articles cited from particular sections of newspapers should be referenced as:

Smith, K. (2006) From here to eternity. *The Guardian (Education Guardian)* 10 April, p12.

Conference proceedings:

Tynan, C. (1997) Review of the marriage analogy in relationship marketing. In: *Proceedings of the 1997 Academy of Marketing Conference held at Manchester Metropolitan University*. Manchester, Manchester Metropolitan University. pp318-336.

A secondary reference (article)

Tellis (1988) Advertising exposure, loyalty and brand purchase: a two stage model of choice. *Journal of Marketing Research*, 25 (May) pp134-144. Cited in: Laroche et al (2006) Competitive advertising interference and ad repetition effects. *International Journal of Advertising*, Vol25(3), pp271-307.

A secondary reference (book)

McDonald, M. and Wilson, H. (2002) *The new marketing*. Oxford, Butterworth Heinemann. Cited in: McDonald, M. et al (2006) *Marketing due diligence: reconnecting strategy to share price*. Oxford, Butterworth Heinemann.

### **Electronic resources**

It is important to give a viable link and the date accessed when referencing electronic resources, such as websites.

Anon (2004) One third of Sky viewers press red button. Carat,  
[http://www.carat.co.uk/whats\\_new\\_item.asp?is=66](http://www.carat.co.uk/whats_new_item.asp?is=66) [Accessed on 15 March 2004]

P&G marketing chief critiques the advertising industry. *AdAge*, [www.adage.com](http://www.adage.com) [Accessed on 9 September 2004]

More information on referencing electronic sources can be found at  
<http://www.shef.ac.uk/library/libdocs/hsl-dvc2.pdf>