

## Harvard system of referencing: a guide for students and tutors

### Introduction

Students submitting an assignment for any of CIM (The Chartered Institute of Marketing) units need to use the following reference system. The aim is to give a reference that fully explains the ownership of the reference and where it can be found.

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

### When 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 too many large companies (McDonald et al, 2006).

If the *same* author has published more than one work in the *same* year and students 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:

Students 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 student, 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).

You would then reference for Laroche at the end in the reference list.

This style is followed as best as it can be for all types of material listed below giving the author and date where at all possible.

## 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 has 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:

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

#### A book by two authors:

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

#### A book by more than two authors:

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

#### A book by a corporate author:

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

#### An edited book:

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

#### A chapter in a book:

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

### An article in a journal:

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

**Example:** Laroche, M. *et al* (2006) Competitive advertising interference and ad repetition effects. *International Journal of Advertising*, Vol 25(3), pp271-307.

### An article in a newspaper:

**Example:** Shephard, A. (2004) As well as chocolate... *The Times*, 3 April, p4.

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

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

### Market research report:

**Example:** Mintel (2012) *Betting shops*. London, Mintel.

### Conference proceedings:

These will differ depending on how much information you can collect. The first example is from a hard copy collection but with the editors' names not used. The second example is from an online collection where the editors' names and a full link are used. Where hard copy, the host could be useful information as this may be the copyright owner and the only place to obtain a copy of the paper.

**Example:** 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.

**Example:** Boddy, C. (2011) Corporate reputation, marketing and corporate psychopaths. In: Patterson, A. and Oakes, S. (eds) *Proceedings of the Academy of Marketing Conference 2011: Marketing Fields Forever, Academy of Marketing*, Liverpool, 5-7 July, [online] [https://marketing.conference-services.net/programme.asp?conferenceID=2342&action=prog\\_list&session=16133](https://marketing.conference-services.net/programme.asp?conferenceID=2342&action=prog_list&session=16133) (Accessed 23 April 2012).

### A secondary reference (article):

**Example:** 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, M. *et al* (2006) Competitive advertising interference and ad repetition effects. *International Journal of Advertising*, Vol 25(3), pp271-307.

### A secondary reference (book):

**Example:** 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.

### Co-Published textbooks:

**Example:** Nixon, C.W. (ed) (2009) *Companion reading for project management*, Cambridge, Cambridge Marketing College/Maidenhead, McGraw-Hill.

## Electronic resources

For all of these items the reference in the text should follow the same format where possible.

(Author, year of e-book publication) or Author (year of e-book publication) states. If you are presenting a screen shot use the appropriate format, e.g. if it is a screen shot of a blog follow the example for a blog. A range of examples follow.

### E-books:

**Example:** Boddy, D. (2008) *Management: an introduction* [online], Harlow, Pearson, <http://lib.myilibrary.com/ProductDetail.aspx> (Accessed 23 April 2012).

NB If the book is on an e-reader then follow the same pattern. You may wish to give a page number, or if this is not possible a chapter number to refine further.

### E-journals:

If the article is freely available on the internet then use the url, but if it is part of a subscription collection then you may be able to give a persistent link or a Direct Object Identifier [DOI] link.

**Example of persistent link:** Dwivedi, A. and Merrilees, B. (2012) The impact of brand extensions on parent brand relationship equity. *Journal of Brand Management*, Vol19(5) [online], <http://search.ebscohost.com/login.aspx?direct=true&db=bch&AN=71719121&site=ehost-live> (Accessed 23 April 2012).

**Example of DOI:** Felix, R. (2012) Brand communities for mainstream brands: the example of the Yamaha R1 brand community. *Journal of Consumer Marketing*, Vol29(3), [online], <http://dx.doi.org/10.1108/07363761211221756> (Accessed 23 April 2012).

### Websites:

**Example:** 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]

### Electronic report:

**Example:** Key Note (2012) *Corporate hospitality*. Teddington, Key Note Publications. [online] [http://www.keynote.co.uk/market-intelligence/view/product/10530/corporate-hospitality?utm\\_source=kn.download.button](http://www.keynote.co.uk/market-intelligence/view/product/10530/corporate-hospitality?utm_source=kn.download.button) (Accessed 23 April 2012).

### Blog:

**Example:** Blayney Stuart, M. (2012) What's in a name? *The Chartered Institute of Marketing*, 10 February [online], <http://www.cim.co.uk/Blog/post/2012/02/10/Whate28099s-in-a-name.aspx> (Accessed 23 April 2012).

### Twitter:

**Example:** @BBCBreaking (2012) "Catalogue of errors" led to submarine HMS Astute grounding off Skye in 2010, Royal Navy inquiry finds. Details soon. <http://bbc.in/I4G3m9> 23 April, <https://twitter.com/#!/BBCBreaking/status/194432307250200578> (Accessed 24 April 2012)

**Example:** @CIMinfo (2012) Find out the latest trends in Digital Marketing from @DanielRowles, CIM course director and expert in digital marketing <http://goo.gl/nwLSw> 24 April, <https://twitter.com/#!/CIMinfo> (Accessed 24 April 2012)

### Podcasts:

**Example:** *What is marketing – section 1* (n.d.) podcast tutor notes, CIM Education, Cookham [online], <http://www.cimtutors.com/training-learning/teaching-learning-podcasts/introductory-certificate-podcasts> (Accessed 23 April 2012).

Use n.d. when no date is apparent on the item.

### Webinar:

**Example:** *Stakeholder marketing* (2011) Recording on webinar for teaching teams, CIM Education, Cookham [online], <http://www.cimtutors.com/training-learning/teaching-learning-webinars/book-a-webinar> (Accessed 23 April 2012).

### YouTube:

**Example:** *Digital marketing measurement tools* (2012) YouTube video, added by TheCIMTube [online], <http://www.youtube.com/watch?v=DBLfyE-F3YI&context=C4174f7cADvjVQa1PpcFP7bDSWFn-DT0v3pHnpuv-JRevcu-Rz6Gw=> (Accessed 23 April 2012).

### E-mails:

**Example:** Smith, D. (23 April 2012) *Accessing online facilities*, e-mail to A.B.Jones.  
NB Some schemes suggest that the e-mail addresses should also be added to the reference but full consideration must be given to privacy and data protection if item being broadcast or published.

### Forum messages and other social media sites:

**Example:** Suse (10 January 2012) *Is there business benefit in social media for B2B organisations?*, forum message to CIM Forums. <http://www.cim.co.uk/Forum/default.aspx?g=posts&t=167> (Accessed 23 April 2012)

NB The copyright of the content on forums etc is difficult to ascertain so you should always check with the author that they are happy for you to use.

**Example:** CIM (2012) *A picture tells a thousand words – get up to speed with marketing planning*, 3 April [online], <http://www.facebook.com/TheCIM> (Accessed 27 April 2012).

**Example:** Pollinger, J. (n.d.) *Jonathan Pollinger speaking on social video at a Chartered Institute of Marketing meeting in Cardiff*, [online], <http://pinterest.com/pin/157274211957151950/> (Accessed 27 April 2012).

**Example:** Labenz, A. (n.d.) *Marketing, marketing, marketing*. [online] <http://pinterest.com/aimeeml/marketing-marketing-marketing/> (Accessed 27 April 2012)

**Example:** Glassford, L. (2012) *How to drive more traffic to your website – a CIM presentation by Ann Stanley*, 26 April [online], <https://plus.google.com/109521784226625450407/posts?hl=en-GB> (Accessed 27 April 2012).

### For further assistance please contact:

Information and Library Service  
CIM, Moor Hall, Cookham,  
Maidenhead, Berks SL6 9QH

T **+44 (0)1628 427333**  
F **+44 (0) 1628 427349**  
E **[library@cim.co.uk](mailto:library@cim.co.uk)**