

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

### Introduction

Students submitting an assignment for any CIM (The Chartered Institute of Marketing) unit need to use the following reference system. The aim is to give a reference that fully explains the ownership of the content and where it can be found. Your assignment is assumed to be your own work and specific to the current assessment unless stated otherwise, i.e. citing work that is not your own or your own previous work.

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

### Citations

### References

- [Books and e-books](#)
- [Articles](#)
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### 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 summarized. Cited publications are referred to in the body of an essay/report by giving the author's surname and the year of publication in one of the forms below.

If there is no author listed you can use Anon instead – so (Anon, 2018).

If only the copyright year is identifiable place the copyright symbol before the year – so WEF (©2021)

If there is no date, or even an approximate date, you should use n.d. If you can estimate a date you can use ca. for circa – so (Southgate, n.d.) or (Smith, ca. 2018).

**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).

**Example:** Kotler *et al* (1996. Quoted in Hooley *et al*, 2017, p6) stated:

"The marketing concept holds that achieving organisational goals depends on determining the needs and wants of target markets and delivering the desired satisfactions more effectively and efficiently than competitors do."

You would then reference for the secondary source in the reference list, e.g. Laroche *et al*/or Hooley *et al*/in the examples above.

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, assignments, 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*. Hoboken, Prentice Hall.

#### A book by two authors:

**Example:** Lancaster, G. and Massingham, L. (1999) *Essentials of marketing: text and cases*. 3<sup>rd</sup> 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.

#### Co-Published textbooks:

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

#### E-books:

**Example:** Boddy, D. (2008) *Management: an introduction*. Harlow, Pearson [online].  
<https://ebookcentral.proquest.com/lib/cim/detail.action?docID=5139269> (Accessed 6 June 2021)

**Example:** CIM (2019) *Marketing Principles*. 2<sup>nd</sup> edition. Cookham, The Chartered Institute of Marketing [online].  
[https://bibliu.com/app/#/view/books/1000000000091/epub/OEBPS/CoverImage.html#page\\_1](https://bibliu.com/app/#/view/books/1000000000091/epub/OEBPS/CoverImage.html#page_1)  
(Accessed 12 June 2021)

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.

#### An article in a journal:

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

**Example:** Vollero, A. *et al* (2019) IMC in digitally-empowering contexts: the emerging role of negotiated brands. *International Journal of Advertising*, Vol 38(3), March, pp428-449.

#### 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.

#### E-journal with persistent link:

**Example:** Castelo, M. (2017) Half the world without Internet: How brands can boost access to data on mobile phones. *Journal of Brand Strategy*, Vol 5(3), Winter, pp294-297 [online].  
<http://search.ebscohost.com/login.aspx?direct=true&db=plh&AN=121940917&site=ehost-live>  
(Accessed 2 June 2021)

#### E-journal with DOI:

**Example:** Felix, R. (2012) Brand communities for mainstream brands: the example of the Yamaha R1 brand community. *Journal of Consumer Marketing*, Vol 29(3) [online].  
<http://dx.doi.org/10.1108/07363761211221756> (Accessed 2 June 2021)

### An article in a newspaper:

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

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

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

### 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 conference 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: *AOM: Proceedings the Academy of Marketing Conference, Marketing Without Borders, 8-10 July, Manchester Metropolitan University*. Manchester, Manchester Metropolitan University. pp318-336.

**Example:** Tchoulalak, P. *et al* (2020) A marketing perspective on crowdfunding as promising contemporary digital platform. In: Patterson, A. and Oakes, S. (eds) *Proceedings of the EMAC Conference 2020, European Marketing Academy, 26-29 May, Budapest* [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 1 June 2021)

### Market research report:

**Example:** Mintel (2021) *Fleet services*. London, Mintel.

### Electronic report:

**Example:** Department for Digital, Culture Media & Sport (2019) *Small and medium enterprises action plan report*. London, DCMS [online]. [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/773754/DCMS\\_SME\\_Action\\_Plan.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/773754/DCMS_SME_Action_Plan.pdf) (Accessed 31 May 2021)

### Websites:

**Example:** CIM (2017) Understanding and defining markets. *CIM Marketing Expert: Topic Guides*. <https://marketingexpert.cim.co.uk/topic-guides/#1246> (Accessed 3 June 2021)

**Example:** WEF (©2021) *World Economic Forum*. <https://www.weforum.org/> (Accessed 3 June 2021)

**Example:** Google Analytics (2021) *Exchange*. Google. <https://analytics.google.com/analytics/web/?authuser=0#/p274421947/reports/defaulthome?params= u..nav%3Ddefault> (Accessed 2 June 2021)

### Blog:

**Example:** Cuddeford-Jones, M. (2021) How has the coronavirus pandemic impacted marketing?. *CIM Exchange*, 23 April [online]. <https://www.cim.co.uk/exchange/blog/how-has-the-coronavirus-pandemic-impacted-marketing/> (Accessed 1 June 2021)

### Podcasts:

**Example:** BBC Radio 4 (2018) Volcanoes. *The Infinite Monkey Cage*, Series 17 Episode 6. London, BBC [online]. <https://www.bbc.co.uk/programmes/b09r47j1> (Accessed 2 June 2021)

**Example:** McKinsey (2018) Wealth management in an era of robots, regulation, and new money. *McKinsey Podcast*, March. Redwood City, McKinsey [online]. <https://www.mckinsey.com/industries/financial-services/our-insights/wealth-management-in-an-era-of-robots-regulation-and-new-money> (Accessed 3 June 2021)

### Webinar:

**Example:** Rea, P. (2021) Propel B2B growth with account-based marketing. *Member Exclusive webinar*, 24 February. Cookham, Chartered Institute of Marketing [online]. <https://www.cim.co.uk/exchange/webinar/member-exclusive-propel-b2b-growth-with-account-based-marketing/> (Accessed 16 June 2021)

#### YouTube:

**Example:** TheCIMTube (2017) Rise and shine: Interview with Weetabix's Francesca Davies. *YouTube*, 23 October [online]. <https://www.youtube.com/watch?v=fGFsGY5lojg> (Accessed 1 June 2021)

#### Facebook:

**Example:** CIM (2021) How can marketing boost disability inclusion in the business landscape? Find out more from disability activist Caroline Casey: <https://bit.ly/3oDiiIv>. *Facebook*, 23 May [online]. <http://www.facebook.com/TheCIM> (Accessed 2 June 2021)

#### Instagram:

**Example:** cimmoorhall (2020) A very frosty start to the day. *Instagram*, 28 November [online]. <https://www.instagram.com/p/CIITDFor6Ap/> (Accessed 2 June 2021)

#### LinkedIn group:

**Example:** CIM (n.d.) CIM | The Chartered Institute of Marketing Official Group. *LinkedIn* [online]. <https://www.linkedin.com/groups/3668621/> (Accessed 2 June 2021)

#### LinkedIn post:

**Example:** MacArthur, M. (2019) Worked on a campaign you're really proud of this year? *LinkedIn*, ca. 17 October [online]. <https://www.linkedin.com/feed/update/urn:li:activity:6588377502614335488/> (Accessed 2 June 2021)

#### Pinterest pin:

**Example:** Tailwind Team (2019) 6 Steps to a simple Pinterest marketing strategy. *Pinterest*, 19 August [online]. <https://www.pinterest.co.uk/pin/125608277095125010/?nic=1a> (Accessed 2 June 2021)

#### Pinterest board:

**Example:** Marvel (n.d.) Marvel entertainment. *Pinterest* [online]. [https://www.pinterest.co.uk/marvel/\\_created/](https://www.pinterest.co.uk/marvel/_created/) (Accessed 2 June 2021)

#### TikTok:

**Example:** Apple Music (2018) What's #EdSheeran listening to? *TikTok*, 23 September [online]. <https://www.tiktok.com/@applemusic/video/6604479839447551237> (Accessed 2 June 2021)

#### Twitter:

**Example:** @CIM\_Exchange (2021) How might Facebook and Instagram – two of the most significant digital advertising platforms around the world – be impacted if the tech giant is forced to split? *Twitter*, 1 June [online]. [https://twitter.com/CIM\\_Exchange/status/1399633060602257413](https://twitter.com/CIM_Exchange/status/1399633060602257413) (Accessed 1 June 2021)

#### Electronic image:

If the image has no title create your own descriptive title enclosed by square brackets. If you are presenting a screen shot use the appropriate format for the source rather than referencing as an image, e.g. if it is a screen shot of a blog follow the example for a blog.

**Example:** Anon (n.d.) [*Moor Hall, Cookham*] [digital image]. [http://cimmoorhall.co.uk/media/1383/img\\_1474.jpg](http://cimmoorhall.co.uk/media/1383/img_1474.jpg) (Accessed 1 June 2021)

#### Electronic image:

**Example:** Bain, K. (n.d.) *Bengal tiger (Panthera tigris tigris)* [digital image]. <https://www.britannica.com/animal/tiger> (Accessed 2 June 2021)

#### Tutorials and lectures:

Citing tutorial or lecture material (handouts, notes, recordings, slides, etc) is not recommended. It is preferable to cite the primary source that was referred to in a tutorial or lecture. If the content is online a URL and accessed date can be added to the example below.

**Example:** Smith, D. (2021) *Applied marketing* [Lecture slides]. Applied Marketing, 2 June, CIM Academy.

### Correspondence:

NB For CIM assignments the candidate's name must not appear anywhere in the electronic submission, therefore references in assignments should use "author" instead of the candidate's name. The correspondence format can be used for a written letter or an email.

### Letter:

**Example:** Southgate, D. (2020) *Head of Knowledge*, CIM. Correspondence with author, 25 October.

### Email:

**Example:** Smith, D. (2012) *Accessing online facilities*. Email to author, 23 April.

NB Some schemes suggest the email addresses should be added to the reference, but full consideration must be given to privacy and data protection if the reference is being broadcast or published.

### For further assistance please contact:

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