

BASIC HARVARD REFERENCING STYLE GUIDELINES

Applying Harvard Referencing Rules To Your Research Term-Paper

1. In-text citation - Use Surname and year of publication (Samuels, 2014).
2. In-text citation - you are citing placing the author in the front of your sentence: Samuels (2014).
3. In-text citation - you are citing placing the author at the end of your sentence: (Samuels, 2014).
4. Paraphrase, summarize or use direct quotation to cite all sources in your work.
 - Paraphrasing means that you rewrite the authors' ideas in your own words. MOSTLY USED IN YOUR WORK.
 - Summarizing means that you rewrite only the main points presented by the author. OFTEN USED IN YOUR WORK.
 - Direct quotation is when you copied any part of the authors' work word-for-word. RARELY USED IN YOUR WORK.
5. Add Reference Page at end of work that contains all sources in your work: author, publication year, editor, city, website and date retrieved etc. (use [www.citethisforme](http://www.citethisforme.com) to do your reference).
6. Place the full stop or other quotations signs outside of your bracket, and not inside.
7. When there are more than three authors as the source use: eg. (Samuels et al., 2014).
8. If you are citing a source that is citing someone else: eg. (Bhayesh, 2014 cited by Nelson, 2015).
9. Plagiarism is Failure to do ANY of the above. Plagiarism is immediate dismissal from program.
10. When citing sources intext which are from a website you should: use the first few words of the reference list entry. This is usually the title of the article, and year of publication. Use double quotation marks around the title or abbreviated title.: ("All 33 Chile Miners," 2010). Note: Use the full title of the web page if it is short for the parenthetical citation.

THE BASIC RULE YOU MUST FOLLOW WHEN YOU USE DIRECT QUOTATIONS:

1. Use the open and closed quotation signs “ ” to show that these are the direct words of others.
2. Use the author's surname and the year of publication that spoke or wrote the words.
3. Use page number, paragraph number, or section number where the words are written e.g. (Samuels, 2015, p. 6) / (Samuels, 2015, par. 4) / (Samuels, 2015, sec 6). Some literature is numbered e.g. books, while webpages may have paragraphs or sections.

PLAGIARISM, ETHICS AND BEHAVIOR

HOW TO IDENTIFY PLAGIARISM

There are some actions that can almost unquestionably be labeled plagiarism. Some of these include buying, stealing, or borrowing a paper (including, of course, copying an entire paper or article from the Web); hiring someone to write your paper for you; and copying large sections of text from a source without quotation marks or proper citation.

But then there are actions that are usually in more of a gray area. Some of these include using the words of a source too closely when paraphrasing (where quotation marks should have been used) or building on someone's ideas without citing their spoken or written work. Sometimes teachers suspecting students of plagiarism will consider the students' intent, and whether it appeared the student was deliberately trying to make ideas of others appear to be his or her own.

However, other teachers and administrators may not distinguish between deliberate and accidental plagiarism. So, let's look at some strategies for avoiding even suspicion of plagiarism in the first place

WHEN DO WE GIVE CREDIT?

The key to avoiding plagiarism is to make sure you give credit where it is due. This may be credit for something somebody said, wrote, emailed, drew, or implied. Here is a brief list of what needs to be credited or documented:

- Words or ideas presented in a magazine, book, newspaper, song, TV program, movie, Web page, computer program, letter, advertisement, or any other medium
- Information you gain through interviewing or conversing with another person, face to face, over the phone, or in writing
- When you copy the exact words or a unique phrase
- When you reprint any diagrams, illustrations, charts, pictures, or other visual materials
- When you reuse or repost any electronically-available media, including images, audio, video, or other media. Bottom line document any words, ideas, or other productions that originate somewhere outside of you.

There are, of course, certain things that do not need documentation or credit, including:

- Writing your own lived experiences, your own observations and insights, your own thoughts, and your own conclusions about a subject
- When you are writing up your own results obtained through lab or field experiments
- When you use your own artwork, digital photographs, video, audio, etc.
- When you are using "common knowledge," things like folklore, common sense observations, myths, urban legends, and historical events (but not historical documents)
- When you are using generally-accepted facts, e.g., pollution is bad for the environment, including facts that are accepted within particular discourse communities, e.g., in the field of composition studies, "writing is a process" is a generally-accepted fact.

DECIDING IF SOMETHING IS "COMMON KNOWLEDGE"

You can regard something as common knowledge if you find the same information undocumented in at least five credible sources. Additionally, it might be common knowledge if you think the information, you're presenting is something your readers will already know, or something that a person could easily find in general reference sources. But when in doubt, cite; if the citation turns out to be unnecessary, your teacher or editor will tell you.

THIS INFORMATION (PG 5) ON PAGE 5 WAS EXTRACTED WHOLLY FROM SOURCE:

<https://owl.english.purdue.edu/owl/resource/589/02/>

SAMPLE TERM-PAPER ASSIGNMENT

Learning Outcome One (LO1)

ASSESSMENT CRITERIA 1

Student: Keniesha Nurse

Cohort: Fall 2014

Unit Title: Marketing Principles

Unit Index: 4

Institute: Colbourne College

In Partial Completion Of: BTEC Level 5 Higher National Diploma In Business (Management)

Lecturer: Nadine Quarrie

Date:

STUDENT'S WORK: 550 WORDS

Example Of How Your Term Paper Questions Should Be Structured

AC 1.1 Explain the various elements of the marketing process (MP)

Introduction

This research is about the elements of marketing process and how it will help the management of HF&G Cleaning and Landscaping to assess and analyze these elements to bring value to customers and the firm. Recommendations will be given to help this business to achieve this through marketing. **The Chartered Institute of Management (2009, p.2)** defined marketing as “the management process responsible for identifying, anticipating and satisfying customer requirements profitably.” Further, marketing is defined by the American Marketing Association as “the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large” (Ama.org, 2015, par. 1-2).

Research Findings

Below are various perspectives on the elements of the marketing process:

1. Marketing process element is marketing analysis which gives an understanding of customers' needs, wants and demands (Kotler & Armstrong, 2006).
2. Market strategy is a marketing process element that helps the business to know which customer to serve and how it will promote value to them (Ferrell & Hartline, 2012).
3. Marketing mix is a marketing process element that influences the market so that the right product or service can be delivered (Geoawesomeness, 2015).
4. Armstrong et al., (2014) stated that customer value and customer satisfaction are elements of the marketing process which are the foundation of life long relationships between consumers and the business.
5. Customer value is a key element of marketing process which ensures that captured customers are retained (Kotler & Armstrong, 2006).
6. Market research is a method that is used to investigate and respond to questions about the behavior of customers towards a product or service (ESOMAR, 2015).

Discussion Of The Research Findings

Marketing in organizations involves various elements of the marketing process. **Kotler and Armstrong (2006)** explained that market analysis is one of the processes that involve conducting consumer research and analyzing customers' needs, wants, demands and identifying risks to get an understanding of what attract consumers and to improve their lives. HF&G use this process to satisfy their customers' needs, wants and demands and ensuring that jobs are executed on time, and in an efficient manner. Marketing strategy describes how the business will use its strengths and how it can be applied to suit the needs of the market place. The composition of a marketing strategy entails choosing a market target and building a profitable relationship to know how to find, retain, entice and increase the target market. **Ferrell and Hartline (2012)** further expounded that an effective marketing strategy, answers, what customers will be served and how it will be served to them to develop a distinguished competitive advantage over competitors. The marketing mix influences the market place through a strategy that delivers set values to customers by using the 4P's product, price, place and promotion (Geoawesomeness, 2015). Relationships are the most important element which includes controlling the information gathered about every customer and taking control of their every need to boost loyalty (Armstrong et al., 2014). Kotler & Armstrong, (2006) concluded that Customer Value is then captured in the form of present and future sales and profit.

Conclusion

HF&G offers regular cleaning services to residents and business and because increasing the customer base is a business objective, part of its marketing strategy is to capture customer value and satisfaction. Thus, the marketing process is an excellent way for HF&G to capture value from its market and gain new business. In return, the company must ensure jobs are completed on time, and in an efficient manner to match the customers' wants, needs and demands. This is the way it will create satisfied and loyal customers and increase its profitability.

Recommendation

HF&G Should:

1. Carry-out market research to gain better understanding of the target market and their needs.
2. Use strategic marketing mix to create new services and for target marketing.
3. Create value for, and capture value from the customers by building strong relationships with them. This means that if HF&G creates value well, it can capture value from satisfied customers in the form of loyal customers.

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