

# **Colbourne College**

## **Induction Manual**



### **GUIDELINES FOR THE RESEARCH TERM-PAPER**

# ASSIGNMENT TERMS AND REQUIREMENTS

- Assessment Criteria and Learning Outcome
- Assignment Brief
- Assignment Cover Page
- Assignment Instructions
- Case Study / Scenario
- Coursework
- Definitions of the Command Verbs using in 'the tasks' in the assignment
- Guidelines for the research term-paper
- Harvard Referencing Rules
- In-text Referencing
- Plagiarism (and Plagiarism Report)
- Primary Research
- Reference Page
- Research Findings
- Score Sheets
- Secondary Research
- Syllabus (Course Description, Course Content & Suggested Reading Resources)
- Term-Paper
- Words/verbs you can use when citing/referencing in-text
- [www.citethisforme.com](http://www.citethisforme.com)
- [www.grammarly.com](http://www.grammarly.com)

# RECOMMENDED STEPS IN DOING A TERM-PAPER

## Step 1: Reviewing Term-Paper Instructions And Correctly Interpreting The Task

- 1) Read the assignment task/question more than once.
- 2) Think about what you are asked to do.
- 3) Ask yourself if you are clear on the instructions. If you are uncertain, get help. Ask your tutor, peers, or the academic support personnel if your interpretation of the task is correct.
- 4) Identify key terms in the task to define these in the introduction section of the paper.
- 5) Identify in the assignment instructions how many sources you must cite to pass the course.

## Step 2: Selecting Appropriate Sources For the Research Paper

- 1) Conduct the research using key parts of the task including the key terms. You may use a combination of secondary sources: textbooks and online articles, journals, dissertations etc.
- 2) Read various articles that open in your search. Don't just select the first thing that pops up. Browse a number of these and pay attention to the content and its relevance and also pay keen attention to the source. ~~Wikipedia, blog pages, and essay sites such Study Mode, and UK Essays etc. are not acceptable.~~
- 3) Shortlist and save/bookmark the sources with appropriate findings that you will be using to address the research task. Keep in mind that your assignment may ask you to use 4 or 6 sources. Find ALL the required number of sources and bookmark them before you start writing up the research essay.
- 4) Review the assignment requirements again to ensure that you are clear on the task requirements.
- 5) Identify the submission deadline and the late deadline for the paper in the instructions so you can create a plan/schedule to complete and submit the work on-time and avoid late fees.

## Step 3: Pre-Writing Stage

- 1) Review the requirements of the Term-paper Structure, Student Exemplars (samples); and the Harvard Referencing Rules on this page on iTutor: <http://colbournecollege.weebly.com/term-paper-structure.html>
- 2) Review all the requirements on the same page and be clear about the term-paper required structured, how the: referencing is to be done, the paper organized, font size, font style, paragraphing spacing, page numbering, and headers instructions etc.
- 3) Take notice of the command verb. This will direct you how to approach the discussion of the research findings e.g. to explain, assess, analyze, compare, carry out etc. Ensure that you understand what this command verb means so you know what you are required to do. Example. if you are asked to analyze means that you must evaluate the subject - meaning discussing its pros and cons.
- 4) Only when you have read and understood all the above instructions that you may now begin writing up the report.
- 5) Identify in the instructions - and pay keen attention to - the minimum and maximum words requirement stated. You may not fall below or exceed the word requirements by more than 10%

### Step 3: Writing Stage

- 1) **First, write out the entire assessment criteria as the header.** Do not abbreviate/shorten. Use same as it is presented to you in the assignment brief e.g. P1. Explain the role of Marketing in Business Organizations.
- 2) **Start with the Introduction in section one.** The introduction is a very brief paragraph that states what the objectives of the paper are and define the key term/s. See the exemplar provided.
- 3) **Section two is the research findings.** In this section, you will list the findings from the various researched sources that directly address your assignment task. Remember to put the information in your own words and cite the sources by surname and year of publication only (eg. Samuels, 2014). No discussion of these are required in this section. Number list each sourced information. Meet the assignment requirement for the number of sources to be cited in your work. See the exemplar that we provided.
- 4) **Section three is the Discussion Section.** This may consist of more than one paragraph. This section addresses the breadth of the assignment. That is, you will carry out the command e.g. to explain, discuss, assess, compare, analyze each of the research findings that you presented in section two. See the exemplar provided.
- 5) **Section four is a one paragraph conclusion** that briefly summarizes your topic and main findings as it relates to the assignment question/task.
- 6) Add your **reference page / bibliography**. This list must have ALL sources that you cited in your work. Use [www.citethisforme.com](http://www.citethisforme.com) to create your reference page. Remember that the information on your reference page must be in alphabetic order.
- 7) Scan your work and add your Plagiarism Report.
- 8) Save your work as PDF File for submitting.

#### IT IS IMPORTANT TO NOTE:

1. The discussion section of the paper is the most important section of the paper. Sixty percent of your word limit must be used here. The reason: it is the discussion section that brings your task together around the main themes and instructions for the task. In this section, you execute the command around the research findings thus directly addressing the task.
- 1) We use the term 'section' instead of 'paragraph'. Here is why: some papers have more word requirements than others thus the length of the discussion section will vary from task to task. For example, a 650-worded paper will have about 300 words in its discussion section. This can be broken down into 2 paragraphs. A 1,200-worded paper will have about 650 words in its discussion section. You may need to organize this into about 3 or 4 paragraphs etc.

#### TO SUMMARISE

Use section 1 of the report to introduce your topic, keywords definition, and objectives of the task. Use section 2 of your paper to summarize the sources and findings to answer the task. For section 3, use the command (verb) in the tasks to discuss correctly as the task requires e.g. explain, compare, assess, evaluate etc. The conclusion will summarize the results/outcomes of the task (briefly).

Please ensure that you read and follow the above guidelines, so you can produce a successful paper that will meet the required standards.

# HARVARD REFERENCING STYLE

## Rules Of Using Harvard Referencing

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.com](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.

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/>

## **Avoid The Common Plagiarism Infringements That Lead To A Fail Grade**

- 1) Academic Research means that you conduct search in appropriate media and find credible sources to provide the answers to the assignment that you are working on.
- 2) When you conduct your search and find the information from the credible sources, read and determine that the information that you are taking is relevant to the task/question that you are researching.
- 3) You **MUST** then put paraphrase the information. That is, put it in your own words.
- 4) Further, you **MUST** always cite the name of the person (source) whose information you are citing e.g. (Samuels, 2015). To learn how to cite correctly, see iTutor for the paper on Harvard Referencing.
- 5) Paraphrasing means **DO NOT** cut, copy, type or paste any information into your work that is someone else's word without putting it in your own words. If you fail to paraphrase you plagiarize.
- 6) You plagiarize even if you paraphrase the work, and fail to cite the source whose work/ideas you are using,
- 7) We do not accept excessive direct quoting. " " does not give you license to cut and paste answers/findings into your work. We are in the business of assessing you, and this means – 'your own' work, so paraphrase rather than use direct quote in your work.
- 8) Over-use of the direct quote means that you do not understand the question and your work is inauthentic. Simply put - it is copied - and not yours. In such cases, it is the judgement of the Marker to award you a Fail or Referred Grade for the entire submission.

### **CONSEQUENCES FOR PLAGIARISING ANY ASPECTS OF YOUR WORK**

- Plagiarism is cheating, and not acceptable under any circumstance. Once any area of your work is found plagiarized, you may earn a fail grade for the entire unit.

### **PLAGIARISM REPORT**

- All assignment submitted must include the Plagiarism Report. You will use the recommended software to scan the completed work (see the library staff for guidelines) and include the report inside the hard copy of the work that is submitted for marking.

### **IN SUMMARY**

The key to good and acceptable research is - read, understand, critically think about, put everything into your own words, and cite the sources correctly.

## Identifying Reputable Sources

**Author** – Information on the internet with a listed author is one indication of a credible site. The fact that the author is willing to stand behind the information presented (and in some cases, include his or her contact information) is a good indication that the information is reliable.

**Date** – The date of any research information is important, including information found on the Internet. By including a date, the website allows readers to make decisions about whether that information is recent enough for their purposes.

**Sources** – Credible websites, like books and scholarly articles, should cite the source of the information presented.

**Domain** – Some domains such as .com, .org, and .net can be purchased and used by any individual. However, the domain .edu is reserved for colleges and universities, while .gov denotes a government website. These two are usually credible sources for information (though occasionally a university will assign a .edu address to each of its students for personal use, in which case use caution when citing). Be careful with the domain .org, because .org is usually used by non-profit organizations which may have an agenda of persuasion rather than education.

**Site Design** – This can be very subjective, but a well-designed site can be an indication of more reliable information. Good design helps make information more easily accessible. Writing Style – Poor spelling and grammar are an indication that the site may not be credible. In an effort to make the information presented easy to understand, credible sites watch writing style closely.

Of course, there may be some reliable websites that do not include all these qualities. If you are unsure whether the site you're using is credible, verify the information you find there with another source you know to be reliable. The kind of websites you use for research can also depend on the topic you are investigating. In some cases it may be appropriate to use information from a company or non-profit organization's website, such as when writing an industry or company overview.

We will not accept citations from the below sources:

- Wikipedia
- UKessays
- Investopedia
- Study.com
- Yourbusiness
- Businessdictionary
- and other similar sites.

How can I tell if a website is credible?  
<https://uknowit.uwgb.edu/page.php?id=30276>

# **SAMPLE TERM-PAPER ASSIGNMENT**

## **Learning Outcome One (LO1)**

### **ASSESSMENT CRITERIA 1**

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**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:**

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### ***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)

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### 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” (**Definition of Marketing, 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 (**Location-Based Marketing - Definitions, 2015**).
4. Armstrong et al., (2014) stated that customer value and customer satisfaction are elements of the marketing process which are the foundation of lifelong 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 marketplace. 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 marketplace through a strategy that delivers set values to customers by using the 4P's product, price, place and promotion (Location-Based Marketing - Definitions, 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.

## **RECOMMENDATIONS**

HF&G Should: 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; and 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.

## REFERENCE PAGE

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- Armstrong, G., Adam, S., Denize, S. and Kotler, P. (2014). Principles of Marketing. 6th ed. [ebook] Melbourne VIC: Pearson Australia, pp.14-15. Available at: <https://books.google.com/books?id=UKyaBQAAQBAJ&pg=PA14&lpg=PA14&dq=customer+value+and+satisfaction+marketing+process&source=bl&ots=RWrePNT5dw&sig=23moi7ehWeZjJOeBo-zBMGTvfls&hl=en&sa=X&ved=0CFMQ6AEwCmoVChMI34-L9NCryAIVy6UeCh3z-gdk#v=onepage&q=customer%20value%20and%20satisfaction-%20marketing%20process&f=false> [Accessed 5 Oct. 2015].
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