



REFERENCING

1. Plagiarism and referencing

1.1 What is plagiarism?

Many people think of plagiarism as copying another's work, or borrowing someone else's original ideas. But terms like "copying" and "borrowing" can disguise the seriousness of the offence:

According to the Merriam-Webster Online Dictionary, 'to plagiarise' means:

- to steal and pass off (the ideas or words of another) as one's own
- to use (another's production) without crediting the source
- to commit literary theft
- to present as new and original an idea or product derived from an existing source.

In other words, plagiarism is an act of fraud. It involves both stealing someone else's work and lying about it afterward.

1.2 What can be considered to be plagiarism?

- turning in someone else's work as your own
- copying words or ideas from someone else without giving credit
- failing to put a quotation in quotation marks
- giving incorrect information about the source of a quotation
- changing words but copying the sentence structure of a source without giving credit
- copying so many words or ideas from a source that it makes up the greater part of your work, whether you give credit or not.

Most cases of plagiarism can be avoided, however, by citing or referencing sources. Simply acknowledging that certain material has been borrowed, and providing your audience with the information necessary to find that source, is usually enough to prevent plagiarism.

1.3 Are IMM GSM students required to use a reference system?

All assignments and dissertations produced by IMM GSM students must include *in-text* citations. Each citation requires a **reference** at the end listing the sources of the citation. The two types of references always go hand in hand. This means that for each in-text reference a corresponding entry should be included in the list of references at the end of the document. The contrary is also true: for each entry in the list of references, an in-text reference should be included in the text. A Bibliography on the other hand is a list of items that have been used in preparation of the assignment or dissertation but that you have not necessarily cited in the text.

IMM GSM follows the **Harvard Referencing System** in the list of sources for such academic texts. As it is not possible to reproduce the total **Harvard Referencing System** in this document, only a couple of basic pointers are given.

1.4 Why should sources be referenced?

Giving credit to the original author by referencing sources is the only way to use other people's work without plagiarising. But there are a number of other reasons to reference sources:

- References are extremely helpful to anyone who wants to find out more about your ideas and where they came from.
- Not all sources are good or right – your own ideas may often be more accurate or interesting than those of your sources. Proper references will protect you from taking the blame for someone else's bad ideas.
- Referencing sources shows the amount of research you've done.
- Referencing sources strengthens your work by lending outside support to your ideas.

1.5 When should sources be referenced?

Whenever you borrow words or ideas, you need to acknowledge their source. The following situations almost always require referencing:

- Whenever you use quotes.
- Whenever you paraphrase.
- Whenever you use an idea that someone else has already expressed.
- Whenever you make specific reference to the work of another.
- Whenever someone else's work has been critical in developing your own ideas.

2. In-Text referencing

2.1 Aspects to remember when in-text referencing is used

- In the author-date style, in-text citations usually require the name of the author(s) and the year of publication
- A page number is included if you have a direct quote, paraphrase a passage or want to direct the reader to a specific page. Page numbers may also be included if you are referencing a long work – the page numbers might be useful to the reader
- Using the Harvard Referencing System, a brief citation to a source is given in parentheses within the text and the full source is given in alphabetical order under the “List of References”.

2.2 Examples of in-text referencing

When referring to an author’s work, the author’s surname and the year of publication are placed in the text in parentheses.	In competitive markets, a marketing approach is a means to an end (Kotler, 2004).
The alternative format to this is:	Kotler (2004) is convinced that in competitive markets...
To refer to a particular page of a work enter the reference as shown. This is usually done when a direct quote has been used:	“Private ownership allows wealth to be distributed unequally” (Kotler, 2004, p.253).
Citing a range of pages:	(Kotler, 2004, pp.253-264)
Citing a work that has two authors is written with an “and” in the text:	The work of Smith and Norris (2005) ...
However, citing two authors inside of brackets an ampersand (&) is used:	(Smith & Norris, 2005)
If there are three or more authors the first time you mention them in full:	(Smith, Norris & Van Wyk, 2005)
If there are three or more authors, the second or subsequent reference is as follows:	(Smith <i>et al.</i> , 2005)
If more than one work by an author, written in the same year, is to be cited, distinguish the works by placing “a”, “b” or “c” after the publication date:	Van Wyk, (2005a) or Van Wyk,(2005c) or (Van Wyk, 2005a)
If there is no specific author of a publication, but it has been written by an organisation, then the name of the organisation is used:	Initially IMM Graduate School of Marketing (2005) Thereafter IMM GSM (2005)
If there is no specific author of a publication, and it has not been written by an organisation, then you may use:	(Anon., 2006)

3. Reference List and Bibliography

- A reference list contains only the books, articles, and web pages, etc. that are referred to in the text of the document. A reference list will always be included at the end of an assignment, dissertation or article.
- A bibliography includes all sources consulted for background or further reading. This is also included at the end of the text.
- Both are arranged alphabetically by author. If an item has no author, it is cited by title, and included in the alphabetical list using the first significant word of the title.
- If you have more than one item by the same author, list the items chronologically, starting with the earliest publication.
- Each item appears on a new line.
- There is no indentation and no numbering of the items.

Note: All IMM GSM assignments and dissertations require a reference list but not usually a bibliography.

3.1 Books

The particulars of every entry for a book in the reference list and bibliography must be stated in the following order:

Author(s) (surname with capital first letter followed by a comma)

Initials (in capital letters with a full stop after each and a comma following the last full stop)

Year of publication (followed by a full-stop)

Title (in italics, followed by a full-stop)

Edition (except the first, use the number followed by ed. And followed by a full stop)

Place of publication (town or city followed by a colon :)

Publisher (followed by a full-stop)

Description	In-text citation	Reference List
One author	Wegner (2007, p.3) would indicate...	Wegner, T., 2007. <i>Applied Business Statistics: methods and Excel-based applications</i> . 2 nd ed. Cape Town: Juta.
Two authors	(Cateora & Graham 2007, p.149)	Cateora, P. & Graham, J., 2007. <i>International Marketing</i> . 13 th ed. New York: McGraw-Hill.
Three or more authors	Initially: Perreault, W. D, Cannon, J.P. and McCarthy, E.J., (2009, p.51) Thereafter: Perrault et al. (2009, p.51)	Perreault, W. D., Cannon, J.P. and McCarthy, E.J., 2009. <i>Basic Marketing: A marketing strategy planning approach</i> . 17 th ed. New York: McGraw-Hill.
Editor	(ed. Jooste et al, 2009, p.201)	Jooste, C.J., Strydom, J.W., Berndt, A. & du Plessis, P. J. (eds.) 2009. Sandton: Heinemann.
Author and an editor	(Mazinter 2004, p.515)	Mazinter, L., 2004, 'New Media in the 21 st century', In Koekemoer, L ed. <i>Marketing Communication</i> , Lansdowne: Juta, p.515
Dictionaries	(Oxford Advanced Learner's Dictionary 1989, p.104)	<i>Oxford Advanced Learner's Dictionary</i> . 1989. London: Oxford University Press.

3.2 Journal articles

The particulars of an article from a journal must be laid out in the following order:

Author (s) (surname and initials, separated by a comma) Initials (in capital letters with a full stop after each and a comma following the last full stop)

Year of publication (followed by a full-stop)

Title of the article (followed by a full-stop.)

The journal's name (in italics followed by a comma)

Month/season, date (followed by a comma)

Volume (abbreviated to vol. followed by a full-stop)

Number (abbreviated to no. followed by a full-stop)

Page(s) p. or pp.

Date article viewed if online [in square brackets]

Surname of author, initials of author. Year of publication. Title of journal article. *Title of Journal*, volume (number): page number(s) of article.

Description	In-text citation	Reference List
Online	(Alexander, 2004, p.212)	Alexander, P.M., 2004. Diversity at a dual-medium university: factors affecting first year students' attitudes. [Online] <i>Journal name</i> , vol. 18, no. 1, pp.202-220 Available from: www.website.com . [Accessed: 19 June 2005]
Paper copy	(Malesa, 2009, p.23)	Malesa, N., 2009. Science fiction shopping. <i>Strategic Marketing</i> , Vol. 5 pp. 22-24.

3.3 Newspaper articles

The particulars of a newspaper article must be stated in the following order:

Author(s) (followed by a full-stop)

Year (followed by a full-stop)

Title of the article (followed by a full-stop)

Title of the newspaper (in italics, followed by a comma)

Edition date (followed by a comma)

Page(s) (followed by a full-stop)

Description	In-text citation	Reference List
Paper copy	(Smillie & Flanagan, 2009, p.1)	Smillie, S. & Flanagan, L. 2009. Mom finds body in car boot. <i>The Star</i> , 2 October p.1.

3.4 World Wide Web Addresses

In-text citation	Reference List
(IMM GSM, 2009)	IMM GSM, 2009. <i>Prospectus and Yearbook</i> . [Online]. Available at: http://www.imm.co.za/registration/prospectus/ [Accessed: 3 October 2009]

BIBLIOGRAPHY:

For more information about referencing and drafting of a bibliography consult:

Harvard referencing 2009 [Online] Available from:
http://en.wikipedia.org/wiki/Harvard_referencing [Accessed: 25 September 2009]

Nicholson, I. 2000. *Harvard referencing*. 2nd ed. Brisbane, Queensland: Moreton Institute of TAFE. [Online] Available from: www.home.gil.com.au/~jandi/harvard/Harvard_v.2.02.pdf

Oxford Advanced Learner's Dictionary. 1989. London: Oxford University Press.

International Standards Organization. (2002), *Bibliographic references to electronic documents*. [Online], Available from: <http://www.nlc-bnc.ca/iso/tc46sc9/standard/690-2e.htm> [Accessed: 21 May 2002].

Snooks & Co. 2002. *Style manual for authors, editors and printers*, 6th ed. John Wiley & Sons, Milton Qld.

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http://www.plagiarism.org/plag_article_what_is_citation.html [Accessed: 03 October 2009]

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http://www.plagiarism.org/plag_article_what_is_plaigarism.html [Accessed: 03 October 2009]