



Graduate School

Marketing • Supply Chain • Business

HARVARD REFERENCING

SYSTEM GUIDE

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Compiled: September 2015

Updated: March 2017

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1. Are IMM Graduate School students required to use a reference system?

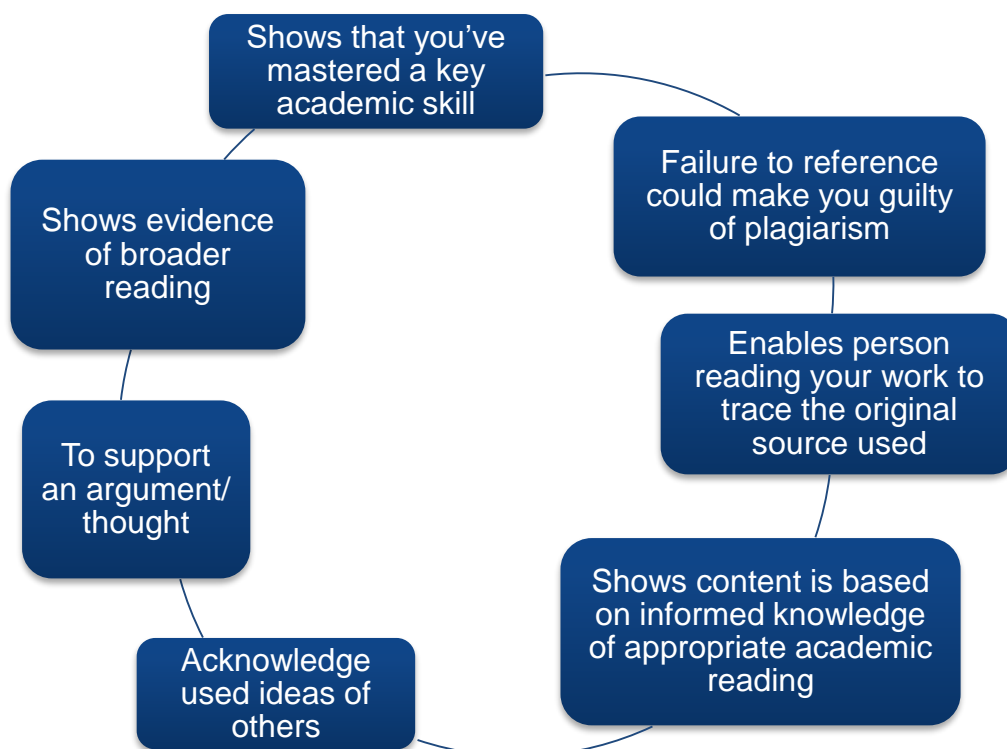
The IMM Graduate School follows the Harvard Referencing System in the listing of sources for academic texts. As it is not possible to reproduce the total Harvard Referencing System in this document, only some basic examples are provided.

All assignments and dissertations produced by the IMM Graduate School students must include **in-text citations** as well as a **detailed list of references** (the latter appears at the end of an assignment/report). Each in-text citation requires a reference at the end of the document, listing the sources of the citation. These 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 sources that have been used in preparation of the assignment or dissertation but that you have not necessarily cited in the text.

2. Reasons to reference

Giving credit to the original author by referencing sources is the only way to use other people's work without plagiarising. Refer to the document called **Plagiarism Policy** which you can find on the IMM Graduate School eLearn system.



3. When should sources be referenced?

Whenever words or ideas are borrowed the source needs to be acknowledged. The following situations almost always require referencing:

- Whenever quotes from a 3rd party are used
- Whenever paraphrasing is used you still need to reference:- you may be using your own words but you are still using the ideas of another author to whom you need to give credit
- Whenever an idea that someone else has already expressed is used
- Whenever specific reference is made to the work of another
- Whenever someone else's work has been critical in the development of your own ideas.

4. What happens when sources are not referenced?

Students failing to reference or failing to do it properly become guilty of committing plagiarism. Refer to the document called **Plagiarism Policy** to familiarise yourself with the sanctions that are applicable when found guilty of plagiarism.

5. In-text citation (referencing in the text)

What is in-text referencing?

- Each time a reference is made to someone else's work in a document, the author's name and the date of his/her work should be included **within the text** at the point where his/her ideas have been discussed. This is called **citing the author's work**.
- 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'.
- For example:
 - If one author's work is cited at one point in the text:
(Malhotra, 2015)
 - If two or three authors/authoring bodies are cited, it must be in the order in which they appear on the title page:
(Bevan & Hugo, 2014)

Things to remember:

- When in-text citation is used and there is more than one author at a time, the author's names should be listed in the order the authors appear on the title page!
- More examples follow later in this document.

6. How to use quotations

Use inverted commas to enclose the direct text. For short quotations (of less than 40 words), use a brief phrase to introduce the quotation. For example:

As Neville (2007) emphasises, *“you should cite all sources and present full details of these in your list of references.”* (p.36).

For longer quotations (of 40 words or more) a **block quotation** is required, without quotation marks, but clearly indented to indicate these words are not your own. For example:

Neville (2007) comments that: It can sometimes be difficult, if not impossible, to avoid using some of the author’s original words, particularly those that describe or label phenomena. However, you need to avoid copying out what the author said, word for word. Choose words that you feel give a true impression of the author’s original ideas or action. (p.36)

Thus, treat the direct quote as follows: Slightly **smaller font** and **indented** from the left margin to distinguish it from the rest of the text. Also **add the page number**.

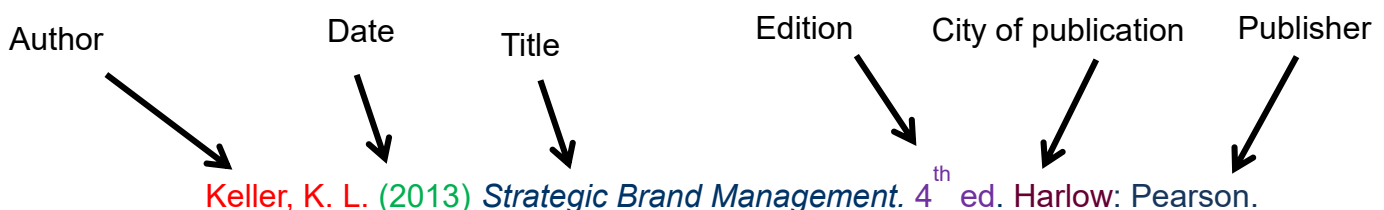
7. Reference list

- A full reference list is a list of all the information sources that have been cited in the text.
- This reference list appears at the end of the assignment or report.
- The reference list contains all the necessary information to help the reader find the original work.
- The reference list must be arranged alphabetically by the author.
- Every reference must have an accompanying link to an in-text citation in the body of the work.

Remember:

- Items are listed only once in alphabetical order.
- Provide full details of the sources used in the text.
- Use italics as indicated in the examples that follow.
- Use parentheses () or [] as indicated in the examples that follow.
- Use inverted commas “” as required (refer to the examples that follow).
- Use the correct URL address as indicated in the examples that follow.

8. Deconstructing a book citation



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Publisher

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Published in South Africa by Oxford University Press Southern Africa (Pty) Limited
Vasco Boulevard, Goodwood, N1 City, Cape Town, South Africa, 7460 PO Box 12119, N1 City, Cape Town,
South Africa, 7463

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First published 2014

Date

City of publication

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Title

Strategic marketing: Theory and application for competitive advantage
Second edition

Edition

ISBN 978 0 19 904493 1

First impression 2014

Typeset in Palatino LT Std Light 9.5 pt on 12 pt
Printed on 70 gsm woodfree paper

Acknowledgements

Project manager: Nicola van Rhyn

Publisher: Janine Loedolff

Editor: Allison Lamb

Cover designer: Gisela Strydom

Indexer: Language Mechanics

Typesetter: Orchard Publishing

Printed and bound by ABC Press, Cape Town

122421

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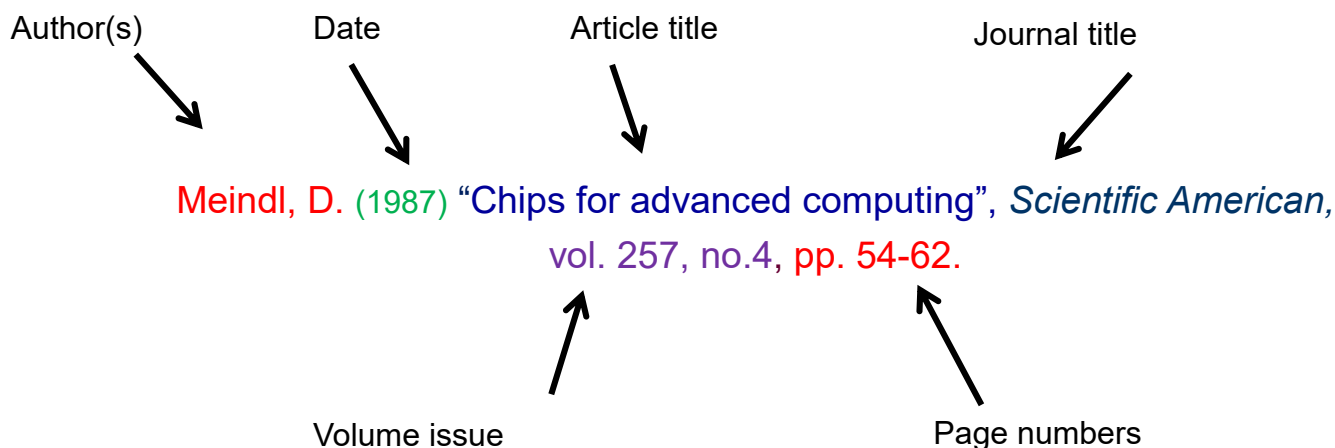
9. Book examples

Material Type	In-text	Reference List
In general	(Author, year of publication) or Author (year)	Author, A. (year of publication in brackets) <i>Title of Book in italics</i> . Edition. Place of publication: publisher.
Book: single author	(Wright, 1997) or Wright (1997) wrote that...	Wright, H. (1997) <i>The principles of referencing</i> . 2 nd ed. Timbuktu: Inside Publishing.
Book: 2 or 3 authors	(Rundle, Booyesen & Dube, 1990)	Rundle, D., Booyesen, H. & Dube, P. (1990) <i>The interpretation of online messages</i> . Timbuktu: Inside Publishing.
Book: More than 3 authors	(Bruwer et al. 2010)	Bruwer, A., Wright, P.R., Prince, M.C. & Victor, A. (2010) <i>The how-to guide to write a learner guide</i> . Johannesburg: Academic Solution Group.
Book: author unknown	(Anonymous, 2000)	Anonymous. (2000) <i>A journey to the end of the world</i> . Timbuktu: Imagination Express.
Book: editor	(Griffiths, 2013) The in-text citation does not carry the name of the editor, it must be the name of the author of that particular chapter.	Griffiths, C. (2013) <i>Humour in the boardroom</i> , in Bevan, M. (ed.) Timbuktu: Inside Publishing.
Book: 2 or more editors	(Eds Bevan & Hugo, 2014)	Bevan, M. & Hugo, J. (eds.) (2000) <i>Towards the academic future</i> . London: Academic Press Association.
Book: reprint in a different form	(McAlmon, 1925)	McAlmon, R. "Miss Knight" (1925) <i>The Columbia Anthology of Gay Literature: Readings from Western Antiquity to the Present Day</i> . Ed. Byrne R.S. Fone. New York: Columbia UP, 1998, pp. 629-39. Print.
Book: organisation as author	(Natal Rugby Association, 1980)	Natal Rugby Association. (1980) <i>80th Anniversary Yearbook</i> . Natal Rugby Association.

.....Continue/ Book examples

Material Type	In-text	Reference List
eBook	(Lipman, 1918)	Author, A. (year of publication) <i>Title of book</i> . Edition. Available from: <url address>. [Accessed on date] For example: Lipman, F.L. (1918) <i>Creating capital: money-making as an aim in business</i> . Available from: <http://www.gutenberg.org/files/29673/29673-h/29673-h.htm>. [Accessed on 25 February 2012]
Book chapters	(Cant, 2014)	Cant, M. (2014) "Public relations and word-of-mouth management", in Koekemoer, L. (ed.) (2014) <i>Marketing Communication: An Integrated Approach</i> . 4 th ed. Cape Town: Juta.
Dictionary or Encyclopedia	The Macquarie Dictionary (1997) defines...	No entry is needed in the reference list
Book with chapter/page numbers	(Wright, 1997, Chapter 1, pp.100-101) or Wright (1997, Chapter 1, pp.100-101)	Wright, H. (1997) <i>The principles of referencing</i> . Timbuktu: Inside Publishing, Chapter 1, pp. 100-101.

10. Deconstructing a journal citation



11. Journal article examples

Material Type	In-text	Reference List
Journal article	(Author, year of publication)	Author, A. (year of publication) "Title of article", <i>Title of Journal</i> , volume, number, page numbers.
Journal article	(Meindl, 1987)	Meindl, D. (1987) "Chips for advanced computing", <i>Scientific American</i> , vol. 257, no. 4, pp. 54-62.
Journal article with two authors	(Oosthuizen & McDonald, 2009)	Oosthuizen, D. & McDonald, G. (2009) "The online marking process: an overview", <i>The African Journal of Academics</i> , vol. 10, no. 2, pp. 97-99.
Journal article with three authors	(Simpson, Thomas & Enslin, 2014)	Simpson, J.A., Thomas, S.A. & Enslin, D.J. (2014) "The role of mobile technology in the media plan", <i>Journal of International Marketing</i> , vol.17, no. 2, pp. 63-65.
Journal article with more than three authors	(Shapiro et al. 2000)	Shapiro, D., Bethu, R., Ndlovu, B. & Wilcox, S.R. (2000) "A new media planning format", <i>Journal of Media planning</i> , vol. 10, no. 5, pp. 454-65.
Electronic journal article (no volume and issue numbers available)	(Bouwer, 2014)	Bouwer, C. (2014) "The role of social media in building brand equity", <i>Journal of Branding</i> . Available from: < http://www.job.int.com/rosmbbe/fulltext.121544162/PDF >. [Accessed on 23 May 2015] Provide full location details if these are necessary to find the document OR just the main site details.
Electronic journal article (volume number and issue numbers) available)	(Bouwer, 2014, para 6.13)	Bouwer, C. (2014) "The role of social media in building brand equity", <i>Journal of Branding</i> , vol. 3, no. 70. Available from: < http://www.job.int.com/rosmbbe/fulltext.121544162/PDF >. [Accessed on 23 May 2015] Provide full location (web location) details if these are necessary to find the document OR just the main site details.

12. Newspaper examples

Material Type	In-text	Reference List
In general	(Author, year of publication) Author (year of publication) states...	Author, A. (year of publication) "Title of the article", <i>Title of the newspaper</i> , date, page number.
Newspaper: Print	(Roos, 2015)	Roos, M. (2015) "Don't turn your back on Mother Earth", <i>The Star</i> , 8 June 2015, p. 10.
Newspaper: Electronic database	(Meryment, 2006)	Meryment, E. (2006) "Distaff winemakers raise a glass of their own to their own", <i>The Australian</i> , 7 October, p. 5. Available from: Factiva. [Accessed on 2 February 2007]
Newspaper: Website	(Author, year of publication)	Author, A. (year of publication) "Title of the article", <i>Title of newspaper</i> , Date. Available from: <url address>. [Accessed on date]
Newspaper: No author	It was stated in <i>The Star</i> (11 July 2010, p. 4) that...	No entry

13. Company information examples

Material Type	In-text	Reference List
Company report	(Vodacom, 2010)	<i>Vodacom Annual report 2010</i> . (2010) Available from: < http://www.vodacom.co.za >. [Accessed on 8 June 2015]
Company profile	(Microelectronics International, 2002)	Microelectronics International. (2002) " <i>Company Profile – IPL, Dorchester, UK</i> ". Available from: Emerald Group Publishing Limited.
Datasets	(Statistics South Africa, 2015)	Statistics South Africa. (2015) <i>Mid-year population estimates, 2015, P0302</i> . Available from: < http://www.statssa.gov.za/?page_id=1854&PPN=P0302&SCH=6334 >. [Accessed on 28 July 2015].

14. Conference paper examples

Material Type	In-text	Reference List
Conference paper: Print	(Author, year of publication) (McIntee, 2014)	Author, A. (year of publication) "Title of paper", <i>Title of Conference</i> , location, date of conference, place of publication: publisher, page numbers. For example: McIntee, H. (2014) "The growth of the marketing fraternity in Africa", <i>The African Marketing Confederation Conference</i> , Zimbabwe, 15 September 2014, South Africa: African Marketing Confederation, pp. 11-15.
Conference paper: Electronic	(McIntee, 2014)	McIntee, H. (2014) "The growth of the marketing fraternity in Africa", <i>The African Marketing Confederation Conference</i> , pp.11-15. Available from: AMC Portal, AMC Digital Library. [Accessed 20 October 2014]
Conference paper: Unpublished	(Simpson, 2015)	Simpson, M. (2015) "Is formalised retailing a positive sign?" paper presented at the <i>African Marketing Confederation Conference</i> , Zimbabwe.

15. Internet/Website examples

Material Type	In-text	Reference List
In general	(Author, year of publication)	Author, A. (year of publication / last updated) <i>Title of the Website</i> . Available from: <online URL address>. [Accessed on date]
Website	(Johannesburg Stock Exchange, 2015)	Johannesburg Stock Exchange. (2015) “ <i>Listed Companies</i> ”. Available from: < http://www.jse.co.za/current-companies/companies-and-financial-instruments >. [Accessed on 8 June 2015]
Web page: no author	(Mayo Health, 2014)	Mayo Health (2014) “ <i>Surviving a heart attack: your early warning signs</i> ”. Available from: < http://www.mayohealth.com/i-cms?page=10221 >. [Accessed on 8 May 2015]
Web page: no date	(Bevan, n.d.)	Bevan, M.R. (n.d.) “ <i>The impact of a coffee machine on staff morale</i> ”. Available from: < http://www.coffeebeans.com >. [Accessed on 6 June 2015]
Blog	(Sykes, 2015)	Sykes, T. (2015) “4 Reasons you’re not a millionaire”. <i>Timothy Sykes Blog</i> . 30 May 2015. Available from: < http://www.timothysykes.com/2015/05/4-reasons-youre-not-millionaire >. [Accessed on 8 June 2015]. Note: Some blog authors may choose to blog anonymously (thus using an alias). Use this alias instead of surname and initials if that is all that is available.
Web based image / table / figure	(Immediate Marketing and Business Consulting, 2015)	<i>Immediate Marketing and Business Consulting</i> . (2015) Available from: < http://www.immediatemarketing.com/images/business_8.jpg >. [Accessed on 8 June 2015].
Web document	(Department of Trade & Industry, 2014)	Department of Trade & Industry. (2014) “ <i>Productivity and caffeine: Is there a connection?</i> ” South African Government. Available from: < http://www.coffeebeans.com >. [Accessed on 8 June 2015]
Website	(SARS, 2015)	South African Revenue Services. (2015) “ <i>How to report suspected non-compliance to SARS</i> ”. Available from: < http://www.sars.gov.za/TargTaxCrime/ReportCrime/Pages/default.aspx >. [Accessed on 8 June 2015]
Web document	(Department of Trade & Industry, 2014)	Department of Trade & Industry. (2014) “ <i>Productivity and caffeine: Is there a connection?</i> ” South African Government. Available from: < http://www.coffeebeans.com >. [Accessed on 8 June 2015]
Computer software	(OpenOffice.org, 2005)	OpenOffice.org, computer software. (2005) Available from: < http://www.openoffice.org >. [Accessed on 12 January 2005].

16. Multimedia examples

Material Type	In-text	Reference List
DVD	(Marketing 101, 2015)	Marketing 101. (2015) (DVD), Institute of Marketing Management Graduate School, South Africa.
Podcast	(Duct tape marketing, 2015)	<i>How to differentiate your business.</i> (June 2015) Duct tape marketing weekly podcast, (podcast) June 2015. Available from: < http://www.ducttapemarketing.com/blog/category/podcast >. [Accessed on 8 June 2015]
Television programme	(Oliver, 2015)	Oliver, J. (2015) <i>Last week tonight, The mittens of disapproval are on</i> , (television broadcast show) 8 June 2015, Trinidad Television.
YouTube	(Coca-Cola VS Pepsi - The new battle, 2007)	<i>Coca-Cola VS Pepsi – The new battle.</i> (2013) (YouTube video file), added by sirelatan. Available from: < https://www.youtube.com/watch?v=muH-zcOYnFc >. [Accessed on 8 June 2015]
MOOCs video	(Kaul, 2015)	Kaul, G. (2015) <i>Introduction to Finance</i> , video file in Introduction to Finance course, University of Michigan. Available from: < https://www.coursera.org/course/introfinance >. [Accessed on 7 June 2015]
Facebook, Twitter, etc.	(Buckingham, 2015)	Buckingham, I. (2015) <i>Brand engagement group</i> , (Facebook), 29 May 2015. Available from: < http://www.facebook.com >. [Accessed on 9 June 2015]
Music track from an album	(Omi, 2015)	Omi. (2015) <i>“Cheerleader”</i> , on iTunes. Available from: < https://www.youtube.com/watch?v=I_NVUZNsh2E >. [Accessed on 9 June 2015]

17. Lecture note examples

Material Type	In-text	Reference List
Lecture notes	(Bruwer, 2014)	Bruwer, A. (2014) <i>Brand equity</i> , lecture notes distributed in Brand Management 001 at the Institute of Marketing Management Graduate School, Johannesburg on 14 April 2014.
Learner Guide	(IMM Graduate School of Marketing, 2014)	IMM Graduate School of Marketing. (2014) <i>FM101, Financial Management 1 Learner Guide</i> . South Africa: IMM Graduate School of Marketing.

18. Theses examples

Material Type	In-text	Reference List
Thesis: Unpublished	(Potgieter, 2010)	Potgieter, H. (2010) <i>The interrelationship between social context and the cultural landscape of the commercial film industry</i> , Ph.D thesis, University of Timbuktu.
Thesis: Published	(Terblanche, 2014)	Terblanche, C. (2014) <i>Dismemberment and dispossession in the work of Quentin Tarantino and Nathalie Djurberg</i> . South Africa: UNISA.

19. Personal communication examples

Material Type	In-text	Reference List
Telephone call, interview, etc.	<p><i>If the information you are referencing was obtained by personal communication, i.e. telephone call, or a personal interview you need to document it in the text, however you are not required to add it to the reference list at the end. You may also add the abbreviation pers.comm to the reference.</i></p> <p>When interviewed on 8 June 2015, Ms McIntee confirmed....</p> <p>(Mr D. Thomas, 2013, pers.comm., 8 June)</p>	
E-mail	<p>Mr L. Bekker confirmed this by email on 30 May 2014 or Bekker (2014) confirmed this... (Bekker, 2014)</p>	<p>Author, A. (date of message) "Subject of message", email to recipient's name.</p> <p>Bekker, L. (30 May 2014) email to Rehana Prinsloo.</p>
<p>Note: You should always obtain permission from the author of the email message for the use of the content of the email.</p>		

20. Table and figure examples

Material Type	In-text	Reference List
Add in-text citation to the text of the illustration's caption.		
All or part of a table, figure, or data used in text: from a print journal	The data in column # are from " <i>Evaluating the effectiveness of media dynamics</i> " (Steyn, 2010, p.600)	Steyn, P. (2010) "Evaluating the effectiveness of media dynamics", <i>Journal of Marketing</i> , vol. 133, no. 8, pp. 600-602.
All or part of a table, figure, or data used in text: from a textbook	The data in column # are from <i>Numeracy levels of first-year students</i> (Potgieter, 2014, p.100)	Potgieter, H. (2014) <i>Numeracy levels of first-year students</i> . Timbuktu: Timbuktu Publishing Press.
All or part of a table, figure, or data used in text: from the web	The data in column # are from <i>Export data to China, January 2014</i> (SAEX, 2014)	South African Department of Export. (2014) <i>Export data to China, December 2014</i> (No.5439). Available from < http://www.exportsa.gov.za/exports/china_2014?url=document >. [Accessed on 1 February 2015]

21. Cases and legislation examples

Material Type	In-Text	Reference List
Cases	(<i>R v Willey</i> (2013) 237 CLR 1)	<i>R v Willey</i> (2013) 237 CLR 1.
Delegated Legislation	(<i>Social Welfare Regulations</i> 2001 (SA) reg.7)	<i>Social Welfare Regulations</i> 2001 (SA) reg. 7
Acts of Parliament	(<i>Communications Act</i> 2001 (Cth) s 4)	<i>Communications Act</i> 2001 (Cth).
Bills	(<i>Protection of Information Bill</i> (No. 1) 2010 (Sag))	<i>Protection of Information Bill</i> (No. 1) 2010 (Sag).

22. Standard and patent examples

Material Type	In-text	Reference List
Patent	(Walker, 2000)	Walker, N. (2005) Fastener for a briefcase system, <i>US Patent 45555X1</i> .
Standard: retrieved form a database	(Bureau of Standards, SA 2012)	Bureau of Standards, SA. (2012) Child seat regulations – general requirements, SA 4455.I-2008. Available from: South African Bureau of Standards. [Accessed on 1 December 2010]
Standard: Published	(Bureau of Standards, SA 2012)	Bureau of Standards, SA. (2012) Child seat regulations – general requirements, SA 4455.I-2008. 2008. SA: Bureau of Standards.

23. Secondary sources examples

Material Type	In-text	Reference List
<p>When you cite an author who refers to or quotes another author, this must be clearly indicated in the text.</p> <p>Chambers (1983, p. 25) gives Whiteley's (1979) definition of emotion as "a response to situations of one specific type ..."</p> <p>In this example, the reference actually used was Chambers (1983), not Whiteley (1979).</p> <p>A reference list entry must be made for Chambers, but can be made for both items if it is useful to your reader.</p> <p>Reference: Chambers, P.K. (1983) <i>Your emotions revealed</i>. New York: Lacrima and Ductule.</p> <p>Reference: Whiteley, B.C. (1979) 'Emotional response', <i>Brain Talk</i>, vol. 2, no. 12, pp. 234-5. (optional at your discretion)</p>		

24. An alphabetical reference list example

This is what an alphabetical reference list should look like and will it always appear at the END of your assignment/report/thesis:

Arya, C. (2003) *Design of structural elements*. 2nd ed. London: Spon Press.

Bowlin, W.F., Simpson, H., Renner, C.J., & Rives, J.M. (2003) "A DEA study of gender equity in executive compensation", *Journal of the Operation Research Society*, 54(7), pp. 751-7.

Chartered Institute of Library and Information Professionals (CILIP). (2008) *Information literacy: a definition*. Available from: <<http://www.cilip.org.uk/policyadvocay/informationliteracy/definitiondefault.htm>>. [Accessed 7 August 2008]

Department of Health. (2007) *Health inequalities: progress and next steps*. Available from: <<http://www.dh.gov.uk/>>. [Accessed 23 January 2009]

Gerring, J. (2007) *Case study research: principles and practices*. Available from: <<http://www.myilibrary.com>>. [Accessed 14 August 2008].

Lloyd, S. (2002) Capturing the consumer. *Small firms: adding a spark: the 25th ISBA national small firms policy conference*. Robert Gordon University, Aberdeen, 15-17 November. Leeds: Institute for Small Business Affairs, pp.132-138.

Smith, D. (2008) House price markets, *The Times*, 26 June, p.25.



Source:

University of Wolverhampton. (2014) *Ref: LS067, Harvard Referencing*. Produced by the Department of Learning & Information Services, University of Wolverhampton.