Examples of Journal of Marketing Style References

**Book One Author**

**Book Two Authors**

**Multiple items by same author(s)**


**Article in an Edited Book**

**Journal Article**

**Journal Article with multiple authors**

**Article in a Newspaper**

**Article in Online Newspaper**

**Periodical Article Available from Website (Open access article)**
Periodical with no Author

Government Document

Government Document Available online


Working Paper


Company Document


Paper Presented at a Conference

Website

Article retrieved from an online database
- Reference these articles as you would the print version of the article:

CARDonline
Reference for a category within CARDonline:

Reference for a specific item within CARDonline:


Promotional Material


Youtube:


In-text : (Sarmiento 2013)

TV episode online:


In-text : (Entertainment Tonight 2007)

Blog:


In-text : (Taylor 2008)

Company Press release:


In-text : (comScore 2007)


In-text: (Environics Analytics 2013)
Lecture notes and class PowerPoint slides:

**Lecture Notes:**

*Information gathered from a lecture is usually non-recoverable and is therefore cited as personal communication. In such instances, only an in-text citation would be given and there would be no listing in the reference list.*

“A. Smith (personal communication [Lecture notes], May 2, 2014) indicated that psychodynamic principles …”

Alternatively, you could note the nature of the material in your text description, for example,

"As proposed by A. Smith (personal communication, May 2, 2014) in her presentation on the integration of attachment theory and psychodynamic principles . . .”

**Recoverable course material:**

*If course material is recoverable by others, for example, on a course website etc, it should be cited in-text and included in the reference list. Include the description “lecture notes” following the title of the lecture or course:*

**Lecture notes posted to D2L:**


In-text citation: (Smith 2014)

**Class handout:**


In-text citation: (Smith 2013)

**Class PowerPoint slides:**

PowerPoint slides are considered recoverable:


In-text: (Smith 2015)

**Software Program:**

Images or Figures

In-text:
Many people feel that they are subjected to unnecessary amounts of advertising as demonstrated in Figure 1.

Figure 1
Advertising overload


Reference list entry:

Images with no known photographer

Figure 1
Boy on the street

Source: Favim.com.

Reference list entry: