IMM Graduate School Harvard Referencing System Guide

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Table of Contents

SECTION A: General Information 5
How to use this guide 5
Reasons for referencing 5
Which referencing system has been approved by the IMM Graduate School? 5
When should sources be referenced? 6
What is a reference list? 6
Example of a reference list 6
What is in-text referencing? 7
Case study – Does one reference a case study? 8
Glossary of abbreviations used in referencing 8
SECTION B: Examples of sources and how to reference them 9
1. Deconstructing a book reference 9
1.1 Books in general 9
1.2 Book: Single author 9
1.3 Book: Two or three authors 9
1.4 Book: Four or more authors 10
1.5 Book: Author unknown 10
1.6 Book: One or more editors (where specific authors of chapters are not mentioned) 10
1.7 Book: Single editor (where authors of specific chapters are mentioned) 11
1.8 Book: Two or more editors (where authors of specific chapters are mentioned) 11
1.9 Book: Reprint in a different form 11
1.10 Book: Organisation as author 12
1.11 eBook 12
1.12 Dictionary or encyclopaedia 12
1.13 Book with chapter/ page numbers used for direct quotes only 12

2. Deconstructing a journal citation 12
2.1 Journal articles in general 12
2.2 Journal article: Single author 13
2.3 Journal article: Two authors 13
2.4 Journal article: Three authors 13
2.5 Journal article: Four or more authors 13
2.6 Journal article: Electronic (volume and issue numbers available) 14
2.7 Journal article: Electronic (no volume and issue numbers available) 14
3. Newspaper articles 14
3.1 Newspapers in general 15
3.2 Newspaper: Print 15
3.3 Newspaper: Website/ Electronic database 15
3.4 Newspaper: No author 15
4. Website 15
4.1 Websites in general 15
4.2 Web page: No author (the name of the website is used) 16
4.3 Web page: Identified author but no date 16
4.4 Web page: Identified author with date 16
4.5 Web page: No page number and using a direct quote in-text 16
4.6 Blog 17
4.7 Web based image/ table/ figure 17
5. Study materials/ assessments 17
5.1 Lecture notes 17
5.2 Study guide 18
5.3 Case study 18
5.4 Assessment paper 19
6. Thesis / dissertation 19
6.1 Thesis / dissertation: Unpublished 19
6.2 Thesis / dissertation: Published 19
7. Conference paper 19
7.1 Conference paper: Print 19
7.2 Conference paper: Electronic 20
7.3 Conference paper: Unpublished 20
8. Company information 20
8.1 Company report 20

8.2 Company profile 20
8.3 Datasets 21
9. Photograph/ picture 21
9.1 Online: Photographer credits available 21
9.2 Online: No photographer credits available 21
9.3 Hard copy: Photographer credits available 21
9.4 Hard copy: No photographer credits available 21
9.5 Free stock photographs 21
9.6 Photograph taken by yourself 22
10. Tables and figures 22
10.1 All or part of a table, figure, or data used in text from a print journal 23
10.2 All or part of a table, figure, or data used in text from a textbook 23
10.3 All or part of a table, figure, or data used in text from the web 23
11. Videos 23
11.1 YouTube 23
11.2 MOOCs video 24
12. Social media/ networking 24
12.1 Facebook, X (Twitter), LinkedIn, etc. 24
13. Multimedia 24
13.1 DVD 24
13.2 Podcast 24
13.3 Television 25
13.4 Television advertisement 25
13.5 eMusic track from an album 25
14. Computer software 25
15. Personal communication 25
15.1 Telephone call, interview, etc. 25
15.2 Email 26
16. Cases and legislation 26
16.1 Cases 26
16.2 Delegated legislation 26
16.3 Acts of Parliament 26
16.4 Bills 26
17. Standards and patents 26
17.1 Patent 26

17.2 Standard: Retrieved from a database....27
17.3 Standard: Published....27
18. Secondary sources....27
19. How to use direct quotes in text....27
20. How to cite and reference figures, graphs, tables and images....28
20.1 Tables....28
20.2 Figures, graphs, images....28
21. Referencing AI-Generated Content....29
21.1 When to Cite AI-Generated Content....29
21.2 Harvard Referencing Format for AI-Generated Content....29

SECTION A: General Information

How to use this guide

Section A provides general information. Section B is a list of examples of sources. Read both sections to gain an understanding of how to reference.

A basic reference contains the following:

- Author name/ surname, initials. (date of publication) *Title*. Place of publication: Publisher.
- In some instances, it may also include a website address, an access date and page numbers.

A citation consists of an author and a date. A citation may also include page numbers for direct quotes.

Once you have gathered all the information on the technical detail, and you need to compile a reference, you must refer to Section B. Choose the type of source from the illustrated examples that will show you how to cite and reference that particular source. You do not need to memorise how to reference all the sources listed, but rather use this guide as a writing companion.

When using an online reference generator, you will find that the reference may not be the same as this referencing guide. You will have to edit your references so that the structure is the same as the examples in this guide.

Tip: Always **cite and capture** your reference **immediately** when a source is used. This is the best way to avoid plagiarism. This is also the best working method, as it relieves you from the tedious and often impossible task of having to go back to your completed work and again search for the sources you have used to be able to reference them.

Reasons for referencing

Giving credit to the original author by referencing sources **is the only way** to use other people's work without plagiarising. Refer to the documents called "A Student Guide to Plagiarism Avoidance" and "A Student Guide to Plagiarism Sanctions", which you can find on eLearn.
You need to understand the sanctions that are applicable if you are found guilty of plagiarism.

Which referencing system has been approved by the IMM Graduate School?

The IMM Graduate School follows the **Harvard Referencing System** in the listing of sources for academic texts and NOT APA, Chicago, etc. Also note: The IMM Graduate School Harvard referencing system is NOT the same as any other Harvard referencing system, including the MS Word version.
As it is not possible to reproduce a complete set of Harvard Referencing System options in this document, only some basic examples are provided as a guideline.

When should sources be referenced?

Whenever words or ideas are borrowed from or directly quoted from other sources, the source needs to be acknowledged. The following situations almost always require referencing:

- Whenever quotes from a third 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 author.
- Whenever someone else's work has been critical in the development of your own ideas.
- Whenever illustrations, graphs, numbers/ statistics, tables or images obtained from other sources are inserted in the text.

All assignments and dissertations produced by the IMM Graduate School students must include **in-text citations** as well as a **matching list of references**. These two elements of the referencing system always go hand in hand. This means that for **each in-text citation,** a **corresponding entry should be included in the reference list** at the end of the document. The reverse is also true: for each entry in the list of references, an in-text reference should be included in the text.

Do NOT use 'Bibliography' as a heading for the reference list.

What is a reference list?

- A reference list is a list of all the information sources (references) that have been used and therefore cited in the text.
- A reference list appears at the end of the assignment or report, on its own page, and before any addendums.
- A reference list appears on a page with the heading 'Reference List'.
- The reference list contains all the necessary information to help the reader find the original work used and cited in a submission.
- The reference list items must be arranged alphabetically by author surnames or other copyright holder names.
- Use the same font as the body of your submission. Left-align the list and leave a line space between each entry. Do not use bullets or numbers.
- The same source must not be listed more than once.
- The pages of the reference list are not numbered.
- Never use an & (ampersand) in a reference list – the word 'and' should always be used, as the '&' is for use in citations only.

Example of a reference list

This is an example of what an alphabetical reference list should look like. It should always appear at the END of your assignment / report / thesis:

Arya, C. (2022) *Design of Structural Elements: Concrete, Steelwork, Masonry and Timber Designs to Eurocodes*. 4th ed. Abingdon, UK: CRC Press.

Booth, W.C., Colomb, G.G., Williams, J.M., Bizup, J. and Fitzgerald, W.T. (2016) *The Craft of Research*. 4th ed. Chicago: University of Chicago Press.

Bowlin, W.F., Renner, C.J. and Rives, J.M. (2003) "A DEA study of gender equity in executive compensation", *Journal of the Operation Research Society*, vol. 54, no. 7, pp. 751-760.

Chartered Institute of Library and Information Professionals. (n.d.) *Information as an Asset: Today's Board agenda*. Available from: https://www.cilip.org.uk/page/informationasset [Accessed on 30 May 2024].

Department of Health. (2017) *About us*. Available from: https://www.health.gov.za/ [Accessed on 23 January 2021].

IMM Graduate School. (2022) *RT201B, Research Theory Study Guide.* South Africa: IMM Graduate School. Available from: https://learn2023-02.imm.ac.za/mod/resource/view.php?id=14267 [Accessed on 27 November 2023].

Keller, K.L. and Swaminathan, V. (2019) *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. 5th ed. (global). Harlow, UK: Pearson.

Moorman, C., Soli, J. and Cardoso, D. (2022) *Closing the Gap Between Digital Marketing Spending and Performance*. Available from: https://hbr.org/2022/07/closing-the-gap-between-digital-marketing-spending-and-performance [Accessed on 30 May 2024].

Smith, D. (2021) "House price markets", *The Times,* 26 June 2021, p. 25.

What is in-text referencing?

- Every time a reference is made to someone else's work in a document, the author's surname and the publication date of the work should be included **within the text** at the point where the author's ideas have been discussed. This is called **citing the author's work**.
- You cite either at the beginning of a piece of text or at the end. For example, Collins (2024) stated that it was a fact ... Or … was stated as a fact (Collins, 2024).
- **Remember:** When in-text citation is used and there is more than one author involved, the authors' names should be listed in the order they appear on the title page of the book or article.
- **The in-text** reference **does not contain the initials** of the authors, only the surname and the publication date.
- The page number is only included with a **direct quotation**.
- The term et al. (and others) may only be used the second time the work of four or more authors is being cited. When the work is cited for the first time, all the authors

should be mentioned. This term is always preceded by the surname of the first of the authors' names.

- '&' may be used for bracketed in-text citations of more than one author. Example: Social media is here to stay (Jones & Frank, 2016), or Social media is here to stay (Jones and Frank, 2016). You must use one option, i.e. either & **OR** and consistently in the document.
- A citation should have a corresponding reference item linked to it – if not, marks will be deducted.

Note: Where possible, real examples of online sources have been used. To practice referencing, you can access these sources to see how the information was found to compile the reference.
Fictitious examples are used to demonstrate most of the in-text citations.

Case study – Does one reference a case study?

You must reference a case study, no matter what source it is from. When you use information obtained directly from the case study or when your answer contains the words "according to the case study …", you must cite and reference the case study. Cite at the end of three or four sentences in your answer when using information from the case study, not after every sentence.

Glossary of abbreviations used in referencing

Abbreviation	**Meaning**	**Example**
ed.	edition	2nd ed.
(ed.) or (eds)	(editor) or (editors)	Smith, J. (ed.) (2024)
et al.	and others	Smith, et al. (2024)
p. or pp.	page or pages	(2024, p. 1) or (2024, pp. 1-2)
vol.	volume	
no.	number	
n.d.	no date	Smith (n.d.)
pers. comm.	personal communication	
DOI	Digital Object Identifier	

NOTE: The order in which authors' names appear in your reference or citation must always be the order in which these names have been mentioned in the original publication.

SECTION B: Examples of sources and how to reference them

1. Deconstructing a book reference

1.1 Books in general

In-text:

Example when the author is mentioned **at the beginning of a sentence**:
Author/s (year) stated that the ... (**Note:** Only the year appears in brackets)
Example: Smith and Jones (2021) stated that pollution is on the increase.

Example when reference to the author(s) appears at the end of the sentence:
Research has indicated that there are more national disasters happening now than 10 years ago (Smith & Jones, 2021). (**Note** – authors and year appear in brackets, and the full-stop denoting the end of the sentence is inserted after the citation at the end of the sentence.)
If there is more than one author, their names appear in the bracket using the ampersand (&). As previously mentioned, you may also use 'and' but you must be consistent.
Example: Pollution is on the increase (Smith & Jones, 2021).

Reference list:

Author, A. (year of publication in brackets) *Title of Book in italics.* Edition. Place/ town/ city of publication: Publisher.

Note: You only mention the edition from the second edition onwards. Edition is not mentioned for a first edition.

Example: Smith, A. and Jones, B. (2021) *Pollution*. Timbuktu: Inside Publishing.

1.2 Book: Single author

In-text:

Wright (2019) explained the importance of proper referencing techniques...
Or
It is critical that all sources are always properly referenced (Wright, 2019).

Reference list:

Wright, H. (2019) *The Principles of Referencing*. 2nd ed. Timbuktu: Inside Publishing.

1.3 Book: Two or three authors

In-text:

Rundle, Booysen and Dube (2018) stated that the interpretation of online messages could have different meanings depending on their receiver.
Or
Online messages can be interpreted in various ways (Rundle, Booysen & Dube, 2018).

Reference list:

Rundle, D., Booysen, H. and Dube, P. (2018) *The Interpretation of Online Messages.* Timbuktu: Inside Publishing.

1.4 Book: Four or more authors

Note: The first opportunity to cite a source with more than three authors requires you to mention all the authors.

In-text:
Bruwer, Wright, Prince and Victor (2019) stated …
Or
Study guides should be written in the correct format (Bruwer, Wright, Prince & Victor, 2019).

After the first mention, et al. is used: Bruwer et al. (2019) stated … Or Study guides should be written in the correct format (Bruwer et al., 2019). **Note:** There is a full stop after et al.

Reference list:
Bruwer, A., Wright, P.R., Prince, M.C. and Victor, A. (2019) *The How-to Guide to Writing a Study Guide*. Johannesburg: Academic Solutions Group.

Note: The use of et al. in the reference list is not allowed as all the authors need to be mentioned.

1.5 Book: Author unknown

Note: Avoid anonymous sources because these lack credibility when quoted in academic documents. If, however, there is no alternative, the following applies:

In-text:
Anonymous (2017) stated that …
Or
… the history of the world is full of unexpected surprises (Anonymous, 2017).
Reference list:
Anonymous. (2017) *A Journey to the End of the World*. Timbuktu: Imagination Express.

1.6 Book: One or more editors (where specific authors of chapters are not mentioned)
In-text:
The same format applies as with the author examples above:
Mashego (2021) …
Or
… (Mashego, 2021).
Reference list:
One editor:
Mashego, H. (ed.) (2021) *Glassmaking*. 3rd ed. Springfield: Watson.
Two or three editors:
Bevan, M. and Hugo, J. (eds) (2020) *Towards the Academic Future*. London: Academic Press Association.

Note: As above use (ed.) or (eds) in the reference list after the last author's initials.

The above example would also apply in situations **where a number of contributors are listed** who added to the book content, **but their names are not linked to specific chapters**. In this situation, only the editors are mentioned in the citation and in the reference list.

1.7 Book: Single editor (where authors of specific chapters are mentioned)

Example: The textbook *'Views on Global Warming'* **edited by J.M. Thompson** may contain a **chapter written by N. Sebetsi** from which you want to quote:

In-text:

Sebetsi (2019) recounted various approaches to emission reduction …

Or

A programme aimed at emission reduction may have a number of consequences we are not aware of (Sebetsi, 2019).

Note: The in-text citation does not carry the name of the editor; it must be the name of the author of that particular chapter, if it is given.

Reference list:

Note: In the reference list, the chapter author's name is followed by the date, the title of the chapter, then the name of the editor and the title of the book, the place of publication and the publisher.

Sebetsi, N. (2019) "Emission Reduction" in Thompson, J.M. (ed.) *Views on Global Warming.* 2nd ed. Timbuktu: Inside Publishing.

1.8 Book: Two or more editors (where authors of specific chapters are mentioned)

In-text (the chapter author is indicated):

Bick (2018) maintained that …

Or

Branding is essential when launching a new product (Bick, 2018).

Reference list:

Bick, G. (2018) "Brand equity and brand valuation" in Klopper, H.B. and North, E. (eds) (2020) *Brand Management.* Cape Town: Pearson Education SA.

Note: In the reference list example above, there are two different publication dates: the date on which the contributing author wrote the chapter and the date on which the edited book was published.

1.9 Book: Reprint in a different form

In-text:

Tolkien (1937) said that this was a story ...

Or

This was a story … (Tolkien, 1937).

Reference list:

Tolkien, J.R.R. (1937) *The Hobbit*. Reprint, London: HarperCollins, 2016.

1.10 Book: Organisation as author

In-text:

The Natal Rugby Association (1980) states that Stefan Terblanche played for the Sharks …

Or

Stefan Terblanche played for the Sharks … (Natal Rugby Association, 1980).

Reference list:

Natal Rugby Association. (1980) *80th Anniversary Yearbook*. Natal Rugby Association.

1.11 eBook

In-text

Attia (2018) stated that …

Or

… are the next big frontier (Attia, 2018).

Reference list:

Author, A. (year of publication) *Title of Book.* Edition. Available from: URL address [Accessed on date].

Attia, S. (2018) *Net Zero Energy Buildings (NZEB): Concepts, Frameworks and Roadmap for Project Analysis and Implementation*. Oxford: Elsevier Science & Technology. Available from: https://ebookcentral.proquest.com/lib/limerickit/detail.action?docID=5331603 [Accessed on 15 April 2021].

1.12 Dictionary or encyclopaedia

In-text:

The Macquarie Dictionary (2020) defines ...

Reference list:

Note: No entry is needed in the reference list.

1.13 Book with chapter/ page numbers used for direct quotes only

Note: Page numbers are only required when a direct quote is used. (For more information see the How to use direct quotes section of this guide.)

In-text:

Wright (2017, p. 100) stated that “Various standardised systems of referencing exist.”

Or

“…. various standardised systems of referencing exist” (Wright, 2017, p. 100).

Reference list:

Wright, H. (2017). *The Principles of Referencing.* Timbuktu: Inside Publishing.

2. Deconstructing a journal citation

Journal article examples – specific examples pertaining to any journals.

2.1 Journal articles in general

In-text: Author/s (year of publication) or (Author/s, year of publication)

Reference list: Author, A. (year of publication) “Title of article”, *Title of Journal,* volume, volume publication number, page numbers.

Note: There is a comma after the article title, after the journal name, after the volume number and after the number of the journal publication. There will usually be more than 1 page involved in the reference of a journal and the abbreviation is pp. # - #.

2.2 Journal article: Single author

In-text:

Meindl (2019) suggested that advanced computing …

Or

Advanced computing has changed the world of business (Meindl, 2019).

Reference list:

Meindl, D. (2019) "Chips for advanced computing", *Scientific American*, vol. 257, no. 4, pp. 54-62.

2.3 Journal article: Two authors

In-text:

Oosthuizen and McDonald (2020) provided evidence on the growth of online marking …

Or

Online marking is the way of the future (Oosthuizen & McDonald, 2020).

Reference list:

Oosthuizen, D. and McDonald, G. (2020) "The online marking process: an overview", *The African Journal of Academics*, vol. 10, no. 2, pp. 97-99.

2.4 Journal article: Three authors

In-text:

Simpson, Thomas and Enslin (2019) explained that mobile technology …

Or

Mobile technology has made a huge difference to how companies are managed (Simpson, Thomas & Enslin, 2019).

Reference list:

Simpson, J.A., Thomas, S.A. and Enslin, D.J. (2019) "The role of mobile technology in the media plan", *Journal of International Marketing*, vol. 17, no. 2, pp. 63-65.

2.5 Journal article: Four or more authors

The first citing of a source with **four or more authors** requires you to mention all the authors and, after that, you may use only the first surname followed by et al.

In-text:

Shapiro, Bethu, Ndlovu and Wilcox (2017) provided an analysis of …

Or

A new media planning format has been introduced in 2022 (Shapiro, Bethu, Ndlovu & Wilcox, 2023).

After the first mention:

In-text: Shapiro et al. (2023) provided an analysis of …

Or

A new media planning format has been introduced in 2022 (Shapiro et al., 2023).

Reference list:
Shapiro, D., Bethu, R., Ndlovu, B. and Wilcox, S.R. (2023) "A new media planning format", *Journal of Media planning*, vol. 10, no. 5, pp. 454-65.

Note: The use of et al. in the reference list is not allowed as all the authors need to be mentioned.

2.6 Journal article: Electronic (volume and issue numbers available)
In text:
Fang Chi and Sinha (2024) …
Or
… (Fang Chi and Sinha, 2024).
Reference list:
Fang-Chi, L. and Sinha, J. (2024) "How social media usage and the fear of missing out impact minimalistic consumption", *European Journal of Marketing,* vol. 58, no. 4, pp. 1083-1114. Available from: https://www.emerald.com/insight/content/doi/10.1108/EJM-08-2022-0641/full/html [Accessed on 30 May 2024].

Note: An alternative to the URL (as shown above) is to use the DOI number. A DOI is a digital Object Identifier which is assigned to give an article a permanent web address.
If you prefer to use the DOI in your reference, then do so as follows (**no** full stop at the end of the URL and because it is a permanent link **no date of access** is needed):
Fang-Chi, L. and Sinha, J. (2024) "How social media usage and the fear of missing out impact minimalistic consumption", *European Journal of Marketing,* vol. 58, no. 4, pp. 1083-1114. Available from: doi: https://doi.org/10.1108/EJM-08-2022-0641

2.7 Journal article: Electronic (no volume and issue numbers available)
In-text:
Bouwer (2020) explained that social media is a great contributor to commercial processes.
Or
Social media has been a great contributor to commercial processes (Bouwer, 2020).
Reference list:
Bouwer, C. (2020) "The role of social media in building brand equity", *Journal of Branding*. Available from: http://www.job.int.com/rosm-bbe/fulltext.121544162/PDF [Accessed on 23 May 2021].

Note: Provide full location details if these are necessary to find the document **OR** just the main site details.

3. Newspaper articles

Newspaper articles are not scientific sources and should not be used as the basis for building an argument on, but rather seen as data which may be used sparingly to support scientific sources, i.e. as background information.

3.1 Newspapers in general
In-text:
Author (year of publication) states … Or
(Author, year of publication).
Reference list:
Author, A. (year of publication) "Title of the article", *Title of the newspaper*, date, page number.

3.2 Newspaper: Print
In-text:
Roos (2021) urged all to treat resources with respect.
Or
All humans should treat the earth with respect (Roos, 2021).
Reference list:
Roos, M. (2021) "Don't turn your back on Mother Earth", *The Star*, 8 June 2021, p. 10.

3.3 Newspaper: Website/ Electronic database
In-text:
Hilts (2021) stated that emotions are often hard to control.
Or
Emotions are often hard to control Hilts (2021).
Reference list:
Hilts, P.J. (2021) "In anticipating their emotions, most people flunk out", *The New York Times*, 16 February. Available from: http://www.nytimes.com [Accessed on 19 February 2021].

3.4 Newspaper: No author
In-text:
It was stated in *The Star* (11 June 2021, p. 4) that...
Reference list: NO entry required.

4. Website

The use of websites/ web pages as a source should be minimised in academic papers and is often best avoided.

4.1 Websites in general

Provide the **website details only once and not repeatedly for the use of the subdirectories within the same domain**, for example:
www.goodyear.co.za/clients/status and www.goodyear.co.za/clients/preferences, supply only the main web address, e.g. www.goodyear.co.za/
Note: For some articles/ web pages it may be confusing regarding what date to use:
Article has an author and a date – Author surname (date) or (Author surname, date).
Article has an author but no date – Author surname (n.d.) or (Author surname, n.d.).
Article has no author and no date – Website name (n.d.).

In-text: Author/s or institution (year of publication) or (Author/s or institution, year of publication)
Reference list: Author, A/ Website name. (year of publication/ last updated) *Name of article.* Available from: URL address [Accessed on date].

4.2 Web page: No author (the name of the website is used)
In-text:
The World Trade Organization (n.d.) stated that it is the only global international organisation dealing with the rules of trade between different countries.
Or
The WTO is the only global international organisation dealing with the rules of trade between different countries (World Trade Organization, n.d.).
Reference list:
World Trade Organization. (n.d.) *The WTO*. Available from: https://www.wto.org/english/thewto_e/thewto_e.htm [Accessed on 27 May 2024].

Note: In the above reference we do not change the 's' to a 'z' as that is the correct spelling of the name 'World Trade Organization'.

4.3 Web page: Identified author but no date
In-text:
Solomon (n.d.) asserted that we do not buy products in a decision-making vacuum.
Or
We buy what means something to us (Solomon, n.d.).
Reference list:
Solomon, M. (n.d.) *Reaching the Pinnacle of Brand Resonance.* Available from: https://www.brandingstrategyinsider.com/reaching-the-pinnacle-of-brand-resonance/#.YP_ZWNQzaM8 [Accessed on 27 May 2024].

4.4 Web page: Identified author with date
In-text:
Rowland (2023) The company aims to …
Or
… was the company's aim (Rowland, 2023).
Reference list:
Rowland, C. (2023) *Nike Inc. PESTEL/PESTLE Analysis & Recommendations*. Available from https://panmore.com/nike-inc-pestel-pestle-analysis-recommendations [Accessed on 27 May 2024].

4.5 Web page: No page number and using a direct quote in-text
In-text:
"There are a number of ways in which staff morale could be improved" (Bevan, 2023, no pagination).
Or
"There are a number of ways in which staff morale could be improved" (Bevan, 2023, no pagination).

Reference list:
Bevan, X. (2023) *Improving workforce productivity*. Available from: URL [Accessed on date].

Note: No page numbers appear in the reference list.

4.6 Blog

Note: Information from blogs should be used as data and not as the basis for building academic arguments. Blogs are not at all scientific fact but the opinion of someone and therefore best voided.

In-text:
Sykes (2021) shared insights around income.
Or
The reasons why you are not a millionaire could include the fact that your father was poor (Sykes, 2021).
Reference list:
Sykes, T. (2021) "4 Reasons you're not a millionaire", *Timothy Sykes Blog,* 30 May 2021. Available from: http://www.timothysykes.com/2021/05/4-reasons-youre-not- millionaire [Accessed on 8 June 2021].

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.

4.7 Web based image/ table/ figure

Note: It is always better rather to use facts and figures from a reliable, scientific source.
See also the section on How to cite figures, graphs, tables and images.

In-text:
Immediate Marketing and Business Consulting (2021) shows that …
Or
… is shown here (Immediate Marketing and Business Consulting, 2021).
Reference list:
Immediate Marketing and Business Consulting. (2021) *Business image*. Available from: http://www.immediatemarketing.com/images/business_8.jpg [Accessed on 8 June 2021].

5. Study materials/ assessments

Lecture note examples: Specific examples pertaining any lecture note examples (including PowerPoint content).

5.1 Lecture notes

Note: Lecture notes should not be used as reference, but the sources on which the lecture is based may be used, i.e. the study guide or the textbook.

In-text:
Bruwer (2021) …
Or
… (Bruwer, 2021).
Reference list:

Bruwer, A. (2021) *"Brand equity"*, lecture notes distributed in Brand Management 101B at the IMM Graduate School, Johannesburg on 14 April 2021.

5.2 Study guide

Note: All IMM Graduate School study guides are available in online format only: the referencing of these sources should, therefore, display this fact.

In-text:
IMM Graduate School (2024) posited that good branding is essential.
Or
Good branding is essential (IMM Graduate School, 2024).
Reference list:

IMM Graduate School. (2024) *FM101B, Financial Management 1 Study Guide*. South Africa: IMM Graduate School. Available from: https://learn2023-02.imm.ac.za/course/view.php?id=26 [Accessed on 23 February 2023].

5.3 Case study

In-text:
Moerabe (2023) refers to external noise as one of the barriers to communication in the business environment.
Or
There are a few examples of communication barriers mentioned in the case study, one of these being external noise (Moerabe, 2023).

Reference list:
Author or authors, initials. (year of publication) C*ase study title – in italics.* Date viewed. URL or question paper.
Moerabe, D.P. (2023) *Modern Business Challenges.* February 2024. Available from: https://www.challengesinbusiness.com.
Or
Moerabe, D.P. (2023) *Modern Business Challenges,* February 2024. Available from: BC101B Final Assessment September 2023.

Case studies often do not have numbered pages. When you use a direct quote from these, you will need to do it as follows:
In-text:
For example: According to Macarthur (2014, no pagination) "… this can be expected to happen in most marketing campaigns".
OR
"… this can be expected to happen in most marketing campaigns" (Macarthur, 2024, no pagination).

Reference list:
You do not put the words 'no pagination' in the reference list.
Note: In some cases, case studies may have been created by the examiner and no name of author or any other information required for referencing is provided. In situations like this, no referencing of the case study is required. However, you must reference the source as either the study guide (as above) or the assessment paper (below).

5.4 Assessment paper
In-text:
IMM Graduate School (2024) …
Or
… (IMM Graduate School, 2024).
Reference list:

IMM Graduate School. (2024) *Module Code, Module name Assessment name*. Date of assessment. South Africa: IMM Graduate School.

6. Thesis / dissertation
Specific examples pertaining to any thesis / dissertation.

6.1 Thesis / dissertation: Unpublished
Note: These documents may not be used as sources.

6.2 Thesis / dissertation: Published
In-text:
Terblanche (2018) covered the work of Quentin …
Or
… the work of Quentin Tarantino in his earlier years (Terblanche, 2018).
Reference list:

Terblanche, C. (2018) *Dismemberment and dispossession in the work of Quentin Tarantino and Nathalie Djurberg.* South Africa: UNISA.

7. Conference paper
Specific examples pertaining to any conference papers:

7.1 Conference paper: Print
In-text:
McIntee (2018) identified the growth of the marketing industry as significant.
Or
Marketing as an industry, is rapidly expanding (McIntee, 2018).
Reference list:

Author, A. (year of publication) "Title of paper", *Title of Conference*, location, date of conference, place of publication: publisher, page numbers. For example:

McIntee, H. (2018) "The growth of the marketing fraternity in Africa", *The African Marketing Confederation Conference*, Zimbabwe, 15 September 2018. South Africa: African Marketing Confederation, pp. 11-15.

7.2 Conference paper: Electronic

In-text:

McIntee (2018) identified the growth of the economy as one of the reasons for expanded marketing activities …

Or, if at end of the sentence: The marketing fraternity expects the economy to grow and with it the marketing industry (McIntee, 2018).

Reference list:

McIntee, H. (2018) "The growth of the marketing fraternity in Africa", *The African Marketing Confederation Conference*, pp. 11-15. Available from: AMC Portal, AMC Digital Library [Accessed on 20 October 2018].

7.3 Conference paper: Unpublished

Note: This is a source best to be avoided in an academic paper.

In-text:

Simpson (2019) indicated that the retail sector …

Or

The formal retail sector … (Simpson, 2019).

Reference list:

Simpson, M. (2019) "Is formalised retailing a positive sign?" A paper presented at the *African Marketing Confederation Conference*, Zimbabwe.

8. Company information

Specific examples pertaining any company information/ company documents.

8.1 Company report

In-text:

Vodacom (2018) stated the importance of growing its footprint into the biggest on the African continent.

Or

Vodacom intents extending its footprint into the biggest on the African continent (Vodacom, 2018).

Reference list:

Vodacom. (2018) *Vodacom Annual Report 2018*. Available from: http://www.vodacom.co.za [Accessed on 8 June 2019].

8.2 Company profile

In-text:

Microelectronics International (2020) identified five important growth areas.

Or

Growth areas … (Microelectronics International, 2020).

Reference list:

Microelectronics International. (2020) *Company Profile – IPL, Dorchester, UK*. Available from: Emerald Group Publishing Limited.

8.3 Datasets

In-text:

Statistics South Africa (2023) published the outcome of the 2022 census.

Or

Population growth outstripped expectations (Statistics South Africa, 2023).

Reference list:

Statistics South Africa. (2023) *Mid-year population estimates 2022*. Available from: http://www.statssa.gov.za/?page_id=1854&PPN=P0302&SCH=6334 [Accessed on 28 July 2021].

9. Photograph/ picture

9.1 Online: Photographer credits available

In-text:

McNamara (2023) or (McNamara, 2023)

Reference list:

McNamara, D.P. (2024) "Title of the picture/image", *News24*. Available from: <https:www.news24.com>. [Accessed on 24 November 2024].

9.2 Online: No photographer credits available

In-text:

Title of photograph (2024) or (Title of photograph, 2024)

Reference list:

Title of photograph. (2024) "Title of the article", *News24*. Available from: https:www.news24.com [Accessed on 24 November 2024].

9.3 Hard copy: Photographer credits available

In-text:

McNamara (2023) or (McNamara, 2023)

Reference list:

McNamara, D.P. (2024) "Title of the article", *Sunday Times,* 12 November 2024, p. 13.

9.4 Hard copy: No photographer credits available

In-text:

Title of photograph (2024, p. 33) or (Title of photograph, 2024, p. 33)

Reference list:

Title of photograph (2024) "Images from the Peruvian Hinterland", *The Observer,* 23 November 2023, p. 33.

9.5 Free stock photographs

Note: Some photographs on stock image websites are free for use. Always check the licence agreement, as some websites require you to give credit; others merely suggest that you do. In the example below, Freepik states that attribution is required.

In text:

Standret (n.d.) …

Or

… (Standret, n.d.).

Reference list:

Standret. (n.d.) *Training/ Conference/ Conference Meeting* (Freepik). Available from: https://www.freepik.com/free-photo/everyone-is-smiling-listens-group-people-business-conference-modern-classroom-daytime_9694503.htm [Accessed on 28 May 2024].

In the next example you do not have to give credit but the licence terms state that credit is appreciated.

In text:

FreeImagesGuide (n.d.) …

Or

… (FreeImagesGuide, n.d.).

Reference list:

FreeImagesGuide. (2018) *Befall the earth quote rock wall* (Pixabay free use photograph). Available from: https://pixabay.com/photos/befall-the-earth-quote-rock-wall-1460570/ [Accessed on 28 May 2024].

Note: If you do not want to add a reference for a free image where no permission is needed (as above) then **you must still cite** the image directly below where you use it like this: Befall the earth quote rock wall (Pixabay free use photograph).

By citing the image, you are identifying it as not your own.

9.6 Photograph taken by yourself

You do not have to cite or reference when you use a photograph have taken yourself, but if you want to do so, use the following format:

Your surname (date you took the photograph) *Give the photograph a name*.

In-text:

This photograph, taken by Ledikwe (2023), depicts …

Or,

… an image depicting the effects of overgrazing (Ledikwe, 2023).

Reference list:

Ledikwe. H. (2023) *The Effects of Overgrazing*.

10. Tables and figures

Specific examples pertaining any tables and figures (see also the section on How to cite figures, graphs, tables and images.

Add in-text citation to the text of the illustration's caption.

10.1 All or part of a table, figure, or data used in text from a print journal
In-text:
The data in column # is from *"*Evaluating the effectiveness of media dynamics*"* (Steyn, 2019, p. 600).
Reference list:
Steyn, P. (2019) "Evaluating the effectiveness of media dynamics", *Journal of Marketing*, vol. 133, no. 8, pp. 600-602.

10.2 All or part of a table, figure, or data used in text from a textbook
In-text:
The data in column # are from "Numeracy levels of first-year students*"* (Potgieter, 2020, p. 100).
Reference list:
Potgieter, H. (2020) *Numeracy levels of first-year students.* Timbuktu: Timbuktu Publishing Press.

10.3 All or part of a table, figure, or data used in text from the web
In-text:
The data in column # are from "Export data to China, January 2021*"* (SADE, 2021).
Reference list:
South African Department of Export. (2021) *Export data to China, December 2021* (No. 5439). Available from:
http://www.exportsa.gov.za/exports/china_2014?url.document [Accessed on 1 June 2021].

11. Videos

11.1 YouTube

Note: The information on YouTube may be used as data but not as scientific fact.

Example if the video creator and the channel **are the same**:
In-text:
OnStrategy I Virtual Strategist (2019) or (OnStrategy I Virtual Strategist, 2019)
Reference list:
OnStrategy I Virtual Strategist. (2017) *How to Perform a SWOT Analysis* (YouTube) added by OnStrategy I Virtual Strategist. Available from:
https://www.youtube.com/watch?v=I_6AVRGLXGA&t=90s [Accessed on 28 May 2024].

Example if the **video creator** and the **channel** are **not** the same (example is fictitious):
In-text:
The Best (2024) … OR … (The Best, 2024)
Reference list:
The Best. (2024) *How to be the best marketer* (YouTube) added by Selling Wisely. Available from: https://www.youtube.com/watch [Accessed on 5 June 2024].

11.2 MOOCs video

Note: The information in MOOCS may be used as data but not as scientific fact.

In-text:
Kaul (2021) or (Kaul, 2021)
Reference list:

Kaul, G. (2021) *Introduction to Finance* (video file in Introduction to finance course) University of Michigan. Available from: https://www.coursera.org/course/introfinance [Accessed on 7 June 2021].

12. Social media/ networking

Note: The information from social media/ networking platforms may be used as data but not as scientific fact.

12.1 Facebook, X (Twitter), LinkedIn, etc.

In-text:
Buckingham (2021) or (Buckingham, 2021)
Reference list examples:

Note: The basic layout is the same for all.

Buckingham, I. (2021). *Brand engagement group* (Facebook), 29 May 2021. Available from: http://www.facebook.com [Accessed on 9 June 2021].

Buckingham, I. (2023). *Why you should not study for 6 – 8 hours + a day* (Instagram), 12 August 2023. Available from: URL [Accessed on 23 November 2023].

Buckingham, I. (n.d.). *Good Grade / academic validation* (Pinterest). Available from: URL [Accessed on 23 November 2023].

13. Multimedia

Specific examples pertaining to any multimedia examples.

13.1 DVD

Title. (date) (DVD) Place of distribution: Distribution company.

In-text:
Marketing 101B (2021) or (Marketing 101B, 2021)
Reference list:

Marketing 101B. (2021) (DVD). South Africa: IMM Graduate School.

13.2 Podcast

Note: The information in podcasts cannot be used as literature but may be used as data.

In-text:
Duct Tape Marketing (2021) or (Duct Tape Marketing, 2021)

Reference list:

Duct Tape Marketing. (2021) *How to differentiate your business* (podcast), June 2021. Available from: http://www.ducttapemarketing.com/blog/category/podcast [Accessed on 8 June 2021].

13.3 Television

Note: The information in television programmes may be used as data but not as scientific fact.

In-text:

Oliver (2020) or (Oliver, 2020)

Reference list:

Oliver, J. (2020) *Last week tonight: The mittens of disapproval are on* (television broadcast show), 8 June 2020. Trinidad Television.

13.4 Television advertisement

In-text:

Morning Oats (2020) or (Morning Oats, 2020)

Reference list:

Morning Oats (2020) *TV Channel 4,* 12 June 2020. BBC Television.

13.5 eMusic track from an album

In-text:

Omi (2015) or (Omi, 2015)

Reference list:

Omi. (2015) *Cheerleader* (Apple Music). Available from: https://music.apple.com/us/music-video/cheerleader-felix-jaehn-remix/1001206352 [Accessed on 9 June 2021].

14. Computer software

In-text:

Apache OpenOffice (n.d.) provides computer software …

Or

… provides computer software (Apache OpenOffice, n.d.).

Reference list:

Apache OpenOffice. (n.d.) *Apache OpenOffice 4.1.15* (software) Available from: http://www.openoffice.org [Accessed on 12 January 2021].

15. Personal communication

Specific examples pertaining to any personal communication examples.

15.1 Telephone call, interview, etc.

If the information you are referencing was obtained by personal communication, i.e. telephone call, or a personal interview, you need to cite 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 citation.

In text:
When interviewed on 8 June 2021, Ms McIntee confirmed industry growth (Mr D. Thomas, 2021, pers. comm., 8 June)

15.2 Email
In-text:
Mr L. Bekker confirmed this by email on 30 May 2021 or Bekker (2021) confirmed this… or It was confirmed that … (Bekker, 2021).
Reference list:

Author, A. (date of message). Subject of message, email to recipient's name.

Bekker, L. (30 May 2021) Policy decisions, email to Rehana Prinsloo.

16. Cases and legislation
Specific examples pertaining any cases and legislation.

16.1 Cases
In-text:
(*R v Willey (2013)* 237 CLR 1).
Reference list:
R v Willey (2013). 237 CLR 1.

16.2 Delegated legislation
In-text:
(*Social Welfare Regulations* 2001 (SA) reg.7).
Reference list:
Social Welfare Regulations 2001 (SA) reg. 7

16.3 Acts of Parliament
In-text:
(*Communications Act 2001* (Cth) s 4)
Reference list:
Communications Act 2001 (Cth).

16.4 Bills
In-text:
(Protection of Information Bill (No. 1) 2010 (Sag)).
Reference list:
Protection of Information Bill (No. 1) 2010 (Sag).

17. Standards and patents
Specific examples pertaining any standards and patents.

17.1 Patent

In-text:
Walker (2019) or (Walker, 2019).
Reference list:
Walker, N. (2019) *Fastener for a briefcase system,* US Patent, 45555X1.

17.2 Standard: Retrieved from a database
In-text:
Bureau of Standards SA (2018) or (Bureau of Standards SA, 2018).
Reference list:
Bureau of Standards, SA. (2018) *Child seat regulations – general requirements, SA 4455.I-2018*. Available from: https://www.South African Bureau of Standards.gov.za [Accessed on 1 December 2020].

17.3 Standard: Published
In-text:
Bureau of Standards SA (2018) or (Bureau of Standards SA, 2018).
Reference list:
Bureau of Standards, SA. (2018) *Child seat regulations – general requirements, SA 4455.I-2018*. SA: Bureau of Standards.

18. Secondary sources

Specific examples pertaining any secondary sources:
When you cite an author (the primary source) who refers to or quotes another author (the secondary source), this must be clearly indicated in the text (even though this practice should be kept to a minimum as the preferred option is for you to have read the original source).

In-text:
Chambers (2019, p. 25) gives Whiteley's (2015) definition of emotion as "a response to situations of one specific type ..."
Or
"Emotion is a response to situations of one specific type of experience" (Whiteley, 2015 in Chambers, 2019, p. 25).
Reference list:

In this example, the reference used must be Chambers (2019), not Whiteley (2015). (Note: Chambers is the primary source and Whiteley is the secondary source.)
A reference list entry must be made **for the source you have read (the primary source)** and must not refer to the secondary source, as you have not read the secondary source.

Chambers, P.K. (2019) *Your Emotions Revealed.* New York: Lacrima and Ductule.

19. How to use direct quotes in text

Direct quotes should be kept to the minimum – only for use when paraphrasing will significantly reduce the impact of the words in the direct quote.

Provide the page number after the date. 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 (2020, p. 101) emphasises, " … you should cite all sources and present full details of these in your list of references."

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 (2020, p. 101) 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 and use these in your writing when paraphrasing such content. Paraphrasing allows the student to convey the message of the primary author without changing the message of this author.

Therefore, 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 from which the quote was sourced**.
- Do not put the page numbers in the reference list.

20. How to cite and reference figures, graphs, tables and images

20.1 Tables

Always put the label 'table' and the table name or description and citation before the table, and number your tables in the order they appear in your work. For example:

In-text:

Table 1: Differences between UK and US English (Source: IMM Graduate School, date)

UK English	**US English**

Reference list:

IMM Graduate School. (2024) *Differences Between UK and US English*. South Africa: IMM Graduate School.

20.2 Figures, graphs, images

Always put the label 'figure' and the figure name or description and citation after the figure, and number your figures in the order they appear in your work. For example:

In-text:

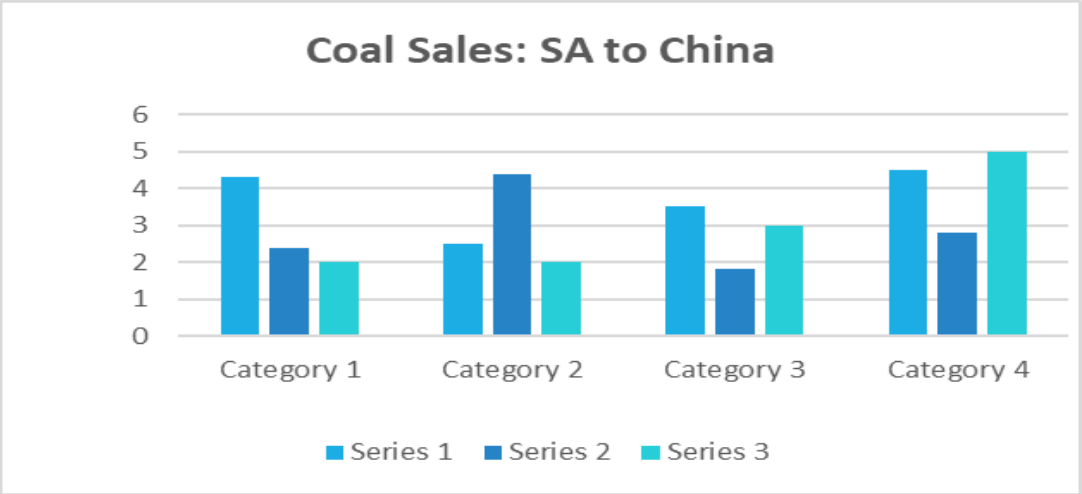

Figure 1: Category sales of three quality type series in the first for months of 2023 (Source: South African Bureau of Business, 2023)

21. Referencing AI-Generated Content

As artificial intelligence (AI) tools, such as ChatGPT, become increasingly integrated into academic research and writing, it is essential to reference these sources correctly to maintain academic integrity and transparency. This guide outlines how to cite AI-generated content using the Harvard Referencing System.

21.1 When to Cite AI-Generated Content

Students must reference AI-generated content when:

- Directly quoting text from an AI tool (e.g., using a passage exactly as generated by ChatGPT).
- Paraphrasing or summarising information obtained from an AI tool.
- Including screenshots or excerpts of AI-generated responses in assignments.

However, AI-generated content **does not need to be referenced** if it is only used for brainstorming ideas or improving writing clarity (e.g., grammar and phrasing suggestions without directly incorporating AI-generated text in the assessment document).

21.2 Harvard Referencing Format for AI-Generated Content

Reference List Entry

Format:
Author/publisher of the AI tool, Year. Tool name (Version) [Type]. Available from: URL [Accessed date].

Example:
OpenAI, 2025. ChatGPT (Version 3.5) [Large language model]. Available from: https://chat.openai.com/ [Accessed 20 March 2025].

In-Text Citation

Format: (Author, Year)

Example:
(OpenAI, 2025)

Alternatively, if incorporating AI-generated content within a sentence:
According to OpenAI (2025), generative AI can assist in synthesising large amounts of information efficiently.