

The Marketing Bulletin -- Notes for Authors

ISSN 1176-645X

This document provides guidance for researchers wishing to submit full papers, research notes or technical notes to the Marketing Bulletin.

About the Journal

The Marketing Bulletin is a quality academic journal that provides a forum for reporting research and disseminating ideas relating to the theory and practice of marketing. The Marketing Bulletin is ranked in the latest Australian Business Deans Council (ABDC) Journal Quality List, and the Excellence in Research for Australia (ERA) Outlet Ranking. It is also indexed and included in full-text in EBSCOHOST Business Source Complete database from 05/01/1990 to the present.

All full articles are double-blind reviewed. Articles accepted for publication are published on-line immediately.

Suitable Submissions

There is no restriction on the topics that are acceptable, so long as the work is pertinent to marketing and the research is rigorous and relevant.

Articles must be well written, informative, and, thought provoking. We respect reviewers' time so submissions that have not been proofread and/or do not conform to the format requirements detailed on the following page are unlikely to be sent out for review.

In addition to full academic articles, the Marketing Bulletin also publishes Research Notes and Technical Notes. Research Notes are briefer submissions that may describe an innovative research approach or methodology, or introduce a new theoretical perspective or topic for discussion. The Technical Notes section provides access to user-oriented software and information for various marketing applications.

We also welcome suggestions for special issues and notices about useful resources and links.

Submission Process

All submissions must be in MS Word or Rich Text format and be sent via email to the [Editor](#). Acknowledgement of receipt will be provided within 5 working days.

Ensure that you familiarise yourself with the format requirements on the following page and the [Publication Agreement](#) prior to submission.

Email: marketingbulletin@massey.ac.nz

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Format Requirements

Spacing	Review copy should be double spaced. Final copy should be single spaced.
Length	Word limits are a guide only. The aim is to keep the papers short and readable. Full papers 5,000 – 10,000 words Research Notes less than 5,000 words Technical Notes less than 5,000 words
Page setup	A4 2.54cm margins (left and right, top and bottom) Double line spacing for review copy; single spacing for final copy Page numbers on bottom right of each page.
Font	Times New Roman throughout
Title	The title should be specific, concise, and comprehensible to readers outside the topic area of the paper. 200 characters maximum. Centred 18pt
Authors' names	Centred 12 pt italic (omit from review copy)
Abstract	An abstract of no more than 300 words should be included for full papers. The abstract should effectively summarises the purpose, method and findings of the paper. 11pt justified
Text	12 pt justified
Headings	Main 14 pt bold normal Second level 12 pt bold normal 1 blank line above and below headings
Footnotes	Avoid if possible, otherwise keep short.
Figures	Provide in final form within the text of your paper if possible. Alternatively attach as .gifs or .jpg format with a clear note to show desired position within the text (eg, INSERT FIGURE 1 HERE). All Figures must be numbered and have a meaningful title. Title 12pt bold, centred Ensure that any text within images is clear and no smaller than 9pt. 2 blank lines above and below figure Example:

Figure 1. Diagram of the data collection process

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Tables All tables must be numbered and have a meaningful title.
Title 12pt bold, centred.
Body 10, 11 or 12 pt
Headings bold
Horizontal lines only
2 blank lines above and below table
Example:

Table 1. Comparison of unweighted and weighted mean probabilities for two purchase probability scales

	Juster Scale		Verbal Probability Scale	
	Unweighted	Weighted	Unweighted	Weighted
Option 1	0.20	0.12	0.24	0.10
Option 2	0.54	0.38	0.64	0.40
Option 3	0.29	0.16	0.32	0.20
	n = 84		n = 117	

References

The citation style of the American Psychological Association (APA), 5th or 6th edition, is acceptable, or, alternatively, follow the style outlined below.

In text Author/Date in chronological order
e.g. Smith (1987)
Kent and Jones (2003)
(Smith 1987, Allen 1999, Kent & Jones 2003)

List Alphabetical order; hanging indent; minimal punctuation
Example:

- Alba JW, Hutchinson JW & Lynch JG (1991). Memory and decision making. In HH Kassarian & TS Robertson, *Handbook of Consumer Theory and Research*. Englewood Cliffs, NJ: Prentice Hall.
- Crimmins J & Horn M (1996). Sponsorship: From management ego trip to marketing success. *Journal of Advertising Research*, 36, 11-21.
- Curthoys J & Kendall C (2001). Ambush marketing and the Sydney 2000 Games (Indicia and Images) Protection Act: A retrospective. *Murdoch University Electronic Journal Of Law*, 8 (2), <http://www.murdoch.edu.au/elaw/issues/v8n2/kendall82.html>. Accessed 06 August, 2013.
- Graham S, Goldblat J & Delpy L (1995). *The Ultimate Guide to Sport Event Management and Marketing*. Chicago: Irwin.
- IOC (2002). *2002 Marketing Fact File*. International Olympic Committee.
- Marketing UK (2002). Are ambush marketers “ethically correct”? 07 April, 15.