

## INTRODUCTION AND GETTING STARTED WITH APA:

There is a narrated PowerPoint presentation saved as a movie that can be accessed with the following link:

<https://youtu.be/ixrp2qXwt48>

The transcript of that presentation is below.

### SLIDE ONE: Introduction and Getting Started with APA

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- Marketing Project Paper
- Video 2

Hi! In this presentation, we are focusing on writing the Introduction and how to get started citing your sources APA style (both within the text of the paper and in the reference list).

A common mistake students make is that they think they will do the APA style stuff after the paper is basically written in a final revision – which takes two to three times longer than citing the sources as you go along originally. Plus, as different members revise and move around stuff to synthesize the information, if you don't know where something came from, you will have to go back to the original articles to try to find it.

Believe me, it is much easier to start using APA style from the start, which is why I'm covering it early.

### SLIDE TWO: Overview of Presentation

- Introduction
- What it should cover?
- How long should it be?
- What type of sources would fit here?
- Getting Started with APA
- Citing sources within the paper
- Reference list

In this narrated PowerPoint, I will discuss what should be in your Introduction, how long should this section be, and what type of research/sources would fit here. We will then discuss getting started using APA style. A lot of the details about how to actually cite a source APA style is in the syllabus (see the discussion in the box right after the discussion of the project in the syllabus) so please have that handy as you go through this presentation. If you need more information about how to use APA style, I refer to Purdue University's English Department's website (Owl) as that is the best free source I have found. That website is listed in the syllabus .

### SLIDE 3: What should the Introduction cover?

- Clearly identify what is your topic

May need to narrow topic if too broad  
Are you looking at a certain industry  
• Why did you select this topic/why important  
Why is it important to you  
Why is it of interest to managers  
• How is your paper organized  
Note the different sections of the paper  
Tell us what you are going to do with the rest of the sections

In your Introduction, there are three key things you need to do: tell us what your paper cover, why the topic matters (justify the selection of your topic), and how the paper is organized.

In discussing what is your topic, you need to clarify what is your focus. This may involve narrowing your topic and letting us know if you are going to focus on a specific industry (either in the literature and/or the managerial recommendations).

For example, to say your topic is social media is too broad. What are focusing on in looking at social media – are you looking at how companies communicate with consumers, how consumers communicate with each other, how business professionals use social media to promote themselves (such as with LinkedIn), and so forth.

Note: In setting up your literature review later, I would recommend the funnel approach where you start more broad and then get more specific – you need to tell us what is the specific area where you are going to spend most of the paper discussing.

Next, you need to tell us why this matters – i.e., justify your topic. In doing this, you may start with why the topic is important/of interest to you (as you need to be picking a topic that is useful to you) and then discuss why your paper would be helpful to managers.

Finally, you need to tell us how the paper is organized so the reader knows what to expect (i.e., tell us what you are going to cover in the paper and in what order). This is a basic laying out how the paper is set up and what are the different sections.

#### SLIDE 4: Other Introduction Details

- Length – typically a page (no more than two)

Typically a paragraph each for what your topic is, why is it important, and how your paper is organized

May need more than a paragraph on why important – such as break up why important to you and then why it is of interest to managers

- Possible sources

May want to note key journal sources

This would be a good spot for popular press type pieces to make the case for why important

Typically the Introduction section takes up a full page (a paragraph each for discussing what is your topic, why your topic matters, and how the paper is organized); if you need two pages, fine. If you find your Introduction is running three to five pages long, than perhaps some of that information may be better suited to other sections of the paper, such as the literature review.

In looking at what sources should be used in this section, if you have a key journal source that is vital to your paper, you may want to note that here. If you are covering a topic that is a major topic in the text, you may want to note that. Finally, I think in justifying your choice of topic, this is where popular press type articles work well.

For example, if your topic is social media, working in a statistic about how many people use Facebook, Twitter, LinkedIn, etc . . . would work well here.

#### SLIDE 5: Getting Started with APA Style

- All ideas in the paper that is not your idea must be cited
- I will be using TurnItIn.
- If cite the same piece in multiple sentences, you need to cite the source each time.
  - If something is your opinion/based on your experiences, make sure that is clear
  - See syllabus for APA citation basics
  - A great source is Purdue University's English Department (website in the syllabus)

I cannot stress enough that you will save yourself hours of time and frustration in familiarizing yourself (and all your group members) with APA style from the start of the project and using it from the beginning in starting work on your paper. Please refer to the syllabus for information on APA citation style and the Purdue English Department's website. It will be very obvious when I read your final paper if your group did this or not.

ANYTHING IN THE PAPER THAT IS NOT YOUR ORIGINAL IDEA MUST BE CITED – to not cite other's work is considered plagiarism. I will be checking for this using TurnItIn when you submit your paper through the DropBox (you are welcome to also use this tool to check your drafts to check for this).

Note: TurnItIn will flag quotes – while that is not plagiarism if properly cited, it is helpful to make sure that you are integrating/synthesizing your information as opposed to over-reliance of quotes. A few quotes are fine, a paper that is just a series of quotes is not.

Note: TurnItIn also flags reference list – if you are using APA style, your reference list should be highlighted with others who have also used those sources – that is fine.

Finally, you may have some discussion in the paper, particularly in the managerial recommendations section, in which you offer your opinion. That is fine, just be sure to make that clear, such as with a phrase noting that, like “Our group would suggest” or “In our work experiences, we have found” or something to that effect.

#### SLIDE 6: Reference List

- All sources discussed in the paper must be included in the reference list
- All sources must be cited in APA style consistently
- See boxed information in syllabus for how to do your references APA style

If you have a source not listed in syllabus example, see Purdue's English Department website (source in syllabus)

Just a reminder to familiarize yourself with APA style before you start writing your paper, that your sources must be cited both within the text of the paper and in the reference list, and that you need to use APA style consistently.

#### SLIDE 7: Conclusion

- Final notes

Focus on APA style is just for references

If group prefer using another style (such as MLA, Chicago), please let me know before submitting paper.

- Any Questions?
- Next narrated PowerPoint Presentation will cover how to write the text summary and identifying gaps in text to research.

Just some final notes that in terms of APA style, we are using it just for references. You are welcome to write the whole paper APA style, but if you get the citations/references correct – that is good enough for me.

If your group has written papers already in another style that you are comfortable using, such as MLA, I am open to using a different style. Just be sure to let me know in advance and to use that other style consistently (having some members use MLA and some use APA will not work).

Please let me know if you have any questions and the next presentation will discuss the text summary section. Take care.