

WRITING THE TEXT SUMMARY VIDEO MATERIALS

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

<https://youtu.be/C6-zTnHVkA8>

The transcript of that presentation is below.

SLIDE 1: Writing the Summary Text Summary

- Jacqueline Eastman, Ph.D.
- MBA Marketing Project
- Video 3

In this presentation, I will discuss writing the text summary portion of the project.

SLIDE 2: Overview

- Purpose of the text summary
- What should be in the text summary/what should not be in the text summary
- Suggestions for writing the text summary

This slide illustrates what I'll be discussing in this presentation.

SLIDE 3: Purpose of the text summary

- To set up the literature review by reminding the readers about what the text says about the topic
- To identify gaps in the topic that is not discussed in the text
 - Could be introduced in text but not in detail
 - Could not be addressed relative to a particular industry or market
 - Could be missing up-to-date information

The purpose of the text summary is to help bridge the gap between the introduction and the literature review by first informing the reader how your topic is discussed in the text and summarize that information.

Then you are identifying the gaps in the topic (i.e., what the text doesn't say about the topic) that you will address with your literature review.

These gaps could be that the text discusses the topic only briefly and you will discuss it in much more depth based on the literature. Or it could be the text discusses the topic, but not relative to a certain industry or market in which you will discuss it with your literature review. Finally, it could be that the text's information is several years old and you are providing more up-to-date information with the literature review. Even though the text is from 2015/2016, it was probably written over a year or two ago given the lag in publishing.

SLIDE 4: The Text Summary

- What should be in there

Remind reader of the discussion from the text relative to the topic.

Summarize what the text says about the topic.

May involve multiple chapters if the topic was addressed in multiple ways.

Set up the literature review by stating the gaps not covered by the text that will be addressed in the literature review.

- What should NOT be in there

Articles from literature review.

Lots of quotes from the text.

Pages of details from the text.

Thus, what should be in the text summary is where the text discusses the topic (be sure to cite Kotler and Keller (2016) and include the chapter/section/page number to make it easier for the reader to know where in the text you are discussing. Then you should briefly summarize what the text says (remember the reader has the textbook so you do not reteach the topic, just remind us of the key points from the text). Finally, you need to make it clear where are the gaps in the text that you will address in the literature review (i.e., what new information you are providing in the literature review).

Thus, what should NOT be in the text summary is discussion of any of your articles from the literature review (save that information for the next section where you address the gaps – here you are just telling us what the gaps are that you will cover with your literature review). Also, while a couple of quotes may help in setting up what the text says about the topic, this section should NOT be a series of quotes or pages of rehash of the text as it is supposed to be a summary.

SLIDE 5: Suggestions for Writing the Text Summary

- Open with what areas from the text relate to topic.

Note chapters/sections/pages as appropriate

- Summarize what the text says about the topic

If multiple chapters, discuss in order discussed in text

A couple of quotes is okay; overreliance is not

- End with identifying gaps not discussed in text.

- Length will depend on how often/much your topic is discussed in length

Aim for approximately two pages

Please see the suggestions in this slide. I would aim for one to two pages. If you need an extra page or so, that is fine. If you find this section is five or more pages, that suggest more summary of the text is needed.

Be sure to cite the text APA style (Kotler and Keller, 2016, page number if a quote). You can also note the chapter/section as part of the sentence/discussion.

Finally, remember this section is to set up what you will discuss in the literature review so be sure to end this section with the gaps and note you will address these gaps through your literature review.

SLIDE 6: Conclusion

- Any Questions?
- Remember

Summarize what text says about the topic

Make it clear where getting information from text and where are gaps

- The next presentation will discuss writing the literature review and synthesizing the discussion around the topics.

Please let me know if you have any questions. The next section will discuss writing the literature review. Take care.