

Formatting academic papers,
seminars, projects

Construction

- Title Page
- Table of contents
- Body- Sections (according to the format of the sample Marketing Plan)
- References

Title Page

- Title of the project
- Type: Marketing plan
- Names of all authors
- Not numbered!

Table of contents

- Numbering the pages starting from the second page in document (the title page does not have the number)
- Table of content:
 - 1. Heading 1
 - 1.1. Heading 2
 - 1.1.1. Heading 3
- In brackets who did what (authors)

Body- Sections (Headings)

- The same font and font size: Times New Roman, 12pt, single spaced, justified
- “Third person” writing style (instead of “I”, “we”, using “the team”, “the author”, “the authors”)
- **Citing (In text citations)**

In- text citations

- In-text citations are used when directly quoting or paraphrasing a source. They are located in the body of the work and contain a fragment of the full citation.
- Depending on the source type, some Harvard Reference in-text citations may look something like this:

"After that I lived like a young rajah in all the capitals of Europe..." (Fitzgerald, 2004).

References list

- Reference Lists are located at the end of the work and display full citations for sources used in the assignment.
- Example of a full citation for a book found in a Harvard Reference list:
Fitzgerald, F. (2004). *The great Gatsby*. New York: Scribner.

Citing style

- Harvard Citing Style

<http://www.citethisforme.com/harvard-referencing>