Providence College
Department of Marketing

E-mail As a Marketing Tool
A Tight Rope Walk

Submitted to:

Dr. A. Cemal Ekin

Marketing on The Internet

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By

Wanda B. Marketing

Providence

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INTRODUCTION

Writing is a different mode of communication from speech. Writing in business, in practice or while studying, needs to be concise, precise and free from literary enrichments. The people who will read business reports are interested in the substance and would very much prefer to get to it sooner than later.

Additionally, the references used in researching the paper or the report need to be properly cited. There are several styles that organize the methods of citation and other matters of style into accepted forms of writing. This document will explain the writing and citation style to use in the courses I teach. In principle, it adheres to the Chicago Style of Citations that is explained in much greater detail in the classic by Kate L. Turabian, A Manual for Writers of Term Papers, Theses, and Dissertations.

In later sections, you will also find information about the appearance and formatting of documents and how to avoid common typographical errors. Using this information in my courses is mandatory. However, if you learn and use them you will produce better-looking, more professional documents (at least in their looks.)

Another topic that deserves a particular attention is plagiarism. It is one of the most serious breaches of academic integrity and must be avoided in general. Frequently, students commit this because they do not know what it is and how they can avoid it. Read the section about plagiarism and learn how to recognize and avoid it in your writing.

WRITING AS A COMMUNICATION TOOL

Writing is an attempt to communicate. Communication requires an idea, a message to share. If the readers do not get your idea, you are not communicating. Get the idea? It is impossible to write a finished paper in one pass or even two. Good writing requires good editing. You will start with a draft copy and revise it to make it convey your idea clearly and concisely. This will take many passes through the paper to remove chaff and make it communicate your ideas. Do not forget that in my courses you will be writing business reports. They need not use fancy words to appear impressive. The content and the clarity of the presentation impress readers much more than the number of fancy words and long sentences.

Writing a research paper

The term "research" is used rather loosely in everyday language. Simply finding articles, books, and Internet resources on the subject does not constitute research. If you do not plan and devote enough time to researching information you will end up with a collection of quotations strung sequentially without presenting any particular idea.

Good research starts with a purpose and an intended audience. Why you study a topic needs to be a compelling reason at least for you. Your interest, desire to know more about the subject, and your commitment to doing an excellent job will collectively fuel your work.

Establishing a research question and a hypothesis

The mere existence of a subject is not sufficient for writing a paper. As you perform your research, the idea may turn into a question. "Payment facilitation on the Internet" may be an interesting subject but is does not lend itself for a thorough analysis as it stands. Further research may change it to "payment facilitation on the Internet as a marketing tool" which may appear more tightly focused but still needs refinement. Additional reading may raise the question "what

forms of payment facilitation is more suitable for marketing and retailing services on the Internet?" Now, this is one of many research questions that may emerge from different research and from different minds. Whatever the source, the question may suggest one or several hypotheses as the proposed answers to the question. One such hypothesis may be "an intermediary is more suited for retailing services on the Internet than direct payment to the vendor." (Keep in mind that these are merely examples and should not be construed as the result of prior research. In fact, these questions and hypotheses are likely incorrect since they are not based on research.)

Additional research is still necessary to follow through on this track to solidify the position and make the transition to a central thesis.

A central thesis

Through further research a central idea, a thesis emerges that will provide answers to the research question. Following the above fictitious examples, further research may reveal to you that "an underlying trust layer is necessary to facilitate transactions involving the sale of service on the Internet." (This too is a totally arbitrary statement that serves as an example. In all likelihood it is not correct.) From now on, throughout your research and writing the report, you must not lose sight of this thesis.

Do not even consider writing without a thesis for it is like building a house without a skeletal structure. Just as such a house would buckle under the weight of each additional layer of material, a paper without a thesis will be the representation of a limp idea.

The library research will help greatly before a thesis is crystallized and after it is fully formed. Through the research and subsequent reading you will mold and shape your thesis fully so that it can be clearly presented. After it is fully formed you need further research to find supporting evidence that will strengthen the thesis and make it less fragile.

Analysis

Through the "research" process, the central idea and those that surround it are broken into smaller parts for purposes of understanding them and thus, the whole better. This is the analysis part. Depending on the subject, you may also use special analytical tools. Whatever the tool, the main idea behind analysis is an effort to understand the granularity of the subject matter. This also provides an understanding of potentially many relationships among its components and the forces shaping and affecting the idea.

But the research is still not finished.

Synthesis

Equipped with a good understanding of the subject matter and the forces shaping and affecting it, the researcher establishes support for the main thesis by using the acquired knowledge as a glue that holds the thesis together. This is the synthesis part that brings a closure to the research process. The synthesis will be the culmination of all the major points into a cohesive whole. What you have made granular through analysis will become a whole again.

Consider the audience

Before starting to write the report, you need to consider the audience who will read it. You may write differently for a daily than you would for a scholarly journal, which will be different from writing a paper to fulfill the requirements of a course. Each audience will relate to different words and usage, have its own writing requirements, and adhere to different deadline schedules. In short, you need to fully appreciate the needs of the audience who will be exposed to your work.

Issues of style

As a result of extensive research, your paper will have parts that will come from various sources. Direct quotations, paraphrases and other information must be properly referenced. The method of referencing and documenting the sources varies from discipline to discipline and from

publication to publication. One thing they all share, however, is the need to show the source of material that do not come from your own mind and is not your original writing.

Chicago style of documentation

In marketing, many use the Chicago style of documenting sources that I will outline below. Do not think for a moment that this is an extensive source on the Chicago Style, far from it. I am neither an authority on Chicago style nor am I even an English professor. What I will attempt to do here is to give you as much of the Chicago style of documenting as will be necessary for your writing in my courses. Also note that Chicago style does not refer to your writing style but how you document your citations and how you write your references section. That is all.

In-text citations

Superscript numbers reference the citations in the text. The numbers go up sequentially throughout the document and they are placed close to the text that is being referenced. The number goes immediately after any punctuation marks if any and there is no space before the reference number and the text being referenced. This can be better explained by a citation from source that is a better authority on this than I. "The place in the text where a note is introduced, whether footnote or endnote, reference or content, is marked with an Arabic numeral typed slightly above the line (superscript.)"[1] Note that a pair of quotation marks surround the sentence since it is a direct quotation.

In the note

In the note, the format of citation is as shown at the bottom of this page. A short separator line precedes the footnote. The first line of the footnote is indented by the same amount of the

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[1] Kate L. Turabian, *A Manual for Writers of Term Paper, Theses, and Dissertations*, 6th ed. (Chicago: University of Chicago Press, 1996), 120.

paragraph indentation. The footnote number in normal type starts the paragraph followed by a period and one space. In the remainder of the note, there are no parts that are underlined. Some may be italicized or placed in double-quotation marks but never underlined.

MAJOR SECTION TITLES ARE IN SMALL-CAPS

This document conforms to the formatting specifications outlined in A Manual for Writers of Term Papers, Theses, and Dissertations (6th ed.) by Kate L. Turabian with minor alterations. The sample document includes page numbers, sections, footnotes, a title page, a table of contents, the report body, and a bibliography. Although the samples in Turabian's work show centered titles that are set in all capital letters, the manual allows for variations. In most business reports, titles and headings are customarily set flush left. Also, using a different font for headings and titles makes them stand out. I took the liberty to adjust the style for better conformity to business report writing.

You may find a template similar to this document as part of the word processing program installations in the computer labs. The style feature makes typing documents like this much easier. As you type different sections like section headings, first, second, etc. level headings you can select the appropriate style. The program will format the selected text to conform to that style and properly mark the heading text for inclusion in the table of contents.

Block quotes, for instance, are single spaced and indented from the left and the right margins to the first tab stop. Once a style has been designed for it, all block quotes will appear the same.

Importance of headings

Headings represent the skeleton of your paper. If all the body text is removed, the headings should suggest what the paper is all about. Develop and use headings properly. Just as you would not attempt to put the finger bones on the elbow, do not arbitrarily start a new heading. Headings should reflect the structure or your paper.

Different heading levels

Note that the heading above moved to this page although there is still a line of space at the bottom of the preceding page. This comes from the inclusion of "Keep with next" option in its style.

Use different heading levels to organize the paper. For instance, this paragraph belongs to a subheading "Different heading levels" which is a part of a first level heading called "Importance of headings." Also note that there is no punctuation at the end of headings. Now, the subject is going to change and a new heading will show that.

Section heading

Major sections of a report should start on a new page even if the preceding page has more room on it. The style sheet automatically handles this requirement when a line of text is formatted as "Page Title" by adding a hard-page before it. The heading itself starts with more white space at the top of the page to give a visual indication that a new section is starting. Note that the position of the page number also changes on these pages as indicated above.

Underlining

Do not use underlining. Instead, highlight the text you intend to underline and use italics instead. Editors use underlining to tell the typesetter that the underlined text should be set in italics. In the days of typewriters when everyone usually used a single typeface, underlining was the only practical convention to use to suggest the difference between different parts of text. Now, with all the computer word processing software, there is no reason to underline. Of course, underlining an italicized word or a phrase is out of the question.

Word spacing and line justification

Separate each word with a single space. Also, use single spaces after punctuation marks. Double spacing after a period or a question mark is a habit we retained from the mono-spaced typewriter era.

Only left-justify the text. Left and right justification (also called full justification,) when not done with full hyphenation, results in unusual spacing between words. Pages printed in this manner will show white "rivers" running through them.

Page numbering

Note how the pages are number in this report. When a new section starts, the page number is removed so as not to interfere with the major section heading.

Footnotes

Footnotes are one of the ways of documenting references. In this course, you will use this form of documenting in your writing. To insert a footnote like this, use the "Insert/Footnote" option from the menu in WordPerfect ©. Note the program automatically handles the superscript numbers in the text and in the footnote.

In the footnotes, give the author name in its natural sequence; follow that with the title of the book and the publication information. Separate each section with a comma. Italicize (not underline) the name of the book but leave the rest in regular Roman type.

- Now lets try the bullets
    - A second one
        - A third

Although we have room on this page, the "How to use the template" section will start automatically on a new page because of its style. There is a section break after the closing parenthesis to start a new section. On the page that starts a new section, the page numbering is suppressed.

HOW TO USE THE TEMPLATE

I have created the template file, MKT_paper.dot, to generate documents that conform to the writing standards of my courses. Its use is straightforward with a couple of important points to observe.

To start a blank document simply double-click on the MKT_paper.dot file. This will create a new document with all the style elements based on the template and leave the template file intact. The new document will have a title page with descriptive placeholders in square brackets for the cover content. Replace those with information that pertains to your paper like its title, your name, and so on.

After the cover page, there is a blank page followed by the table of contents. Leave these pages alone; the blank page will separate the cover from the table of contents, which will be automatically generated later on. Another blank page follows the table of contents before the actual content pages begin. Before beginning to write, press Ctrl-End to go to that page.

When you write your paper do not spend time formatting while you type. It is easier to do that after you have some content. Write the headings, press "Enter" and move on. Later, come back, select the line that needs formatting and apply the appropriate style from the drop down menu. The only style that needs special handling is the "Section_Head." When you are ready to start a new section, place your cursor where it should start, select "Insert/Break/Section break/Next page." Regardless of the available space on the page, a new page will start where you could write the section heading and format it as such. As you press "Enter" the format will revert back to body text.

As often as necessary, you may generate the table of contents. It should reflect all the headings down to four levels. Any headings below that will not appear in the table of contents.

BIBLIOGRAPHY

Ekin, A. Cemal. Invitation to BASIC Fitness. New Jersey, Petrocelli Books: 1982.

Note the inverted name, and periods separating each section of the bibliographic entry. Do not
simply copy your footnotes to the bibliography. Also note that the first line of an entry is
flush left with subsequent lines are indented one-half inch. The entire entry is single-
spaced with two spaces between entries. This paragraph is formatted in the "Bibliography
entry" style to show how it would look if it occupied more than one line