



Queensland University of Technology
Brisbane Australia



2010 INTERNATIONAL NONPROFIT AND SOCIAL MARKETING CONFERENCE (INSM)

INSTRUCTIONS FOR INDUSTRY PRACTITIONERS

Practitioners are asked to submit a two page case study summary and cover sheet for INSM review. These guidelines reflect the case study approach established by the National Centre for Social Marketing. Exemplars providing more detailed information can be viewed from the Centre's "ShowCase" website: <http://www.nsmcentre.org.uk/showcase-case-studies.html>.

After review, practitioners maybe invited to submit an extended case study for publication on the Australian Association of Social Marketing's ShowCase Website (which will be launched at INSM 2010 Conference).

INSM Case Studies should be two pages. **Five pages** is the strict maximum; this includes references, appendices and title page.

Title page should contain:

- Authors name
- Authors affiliation
- A 150 word biography for the presenting practitioner(s)

Recommended Case study structure:

Project overview

Background and policy context

Case Study Benchmark Criteria

Discuss how the social marketing or nonprofit marketing case issue, and/ or problem has been addressed, or the campaign designed, implemented and evaluated using appropriate marketing assessment criteria. For example, it is recommended that social marketing practitioners use the INSM's Eight Benchmark Criteria to present a case analysis, including the following criteria: Methods mix; Customer orientation; Insight; Behavioural goals; Segmentation; Exchange; Competition; Theory (for a detailed explanation of each visit the INSM's website: <http://www.nsmcentre.org.uk/component/remository/Tools-and-Guides/Social-Marketing-Benchmark-Criteria-tool>

Evaluation and results

Lessons learned

Where appropriate other headings can be used, such as:

Partnerships (if relevant)

Ethics (if relevant)

Funding & Entrepreneurial Relationships (if relevant)

Case study submissions should be:

- Single spaced throughout
- Times New Roman 12-point font
- A4 size page formatting
- 2.5cm margins on all sides
- Avoid footnotes
- 2 pages, plus references, appendices and title page

Headings and sub-headings

Major headings should be centred and in bold type. The first letter of each major word should be capitalised. (Do not capitalise minor words, such as definite or indefinite articles or conjunctions, and do not use block capitals throughout the words. Do not use Microsoft Word "title case" function, as this capitalises minor words inappropriately.)

Sub-headings also should be in bold type face, but left justified, with the first letter of each major word capitalised. Subheadings should have one single space line before and one single space line following.

Figures and Tables

- Should be kept to a minimum.

If figures and tables are deemed essential:

- Should be integrated within the text as soon as convenient after they have been cited
- Headings should be bold, with leading capitals for major words (not block capitals), and be preceded and followed by one line
- Should be numbered and referred to by number
- Please only use black and white for figures and tables

Tables should consist of at least four (4) columns and four (4) rows; otherwise their results should be integrated in the text. Designate units (e.g., \$) in column headings. Align all numerals, including decimals. Refer to table in the text by number. Avoid using terms "above", "below" and "preceding" to refer to the table. If possible, combine closely related tables. Make sure the necessary measures of statistical significance are reported within the table.

Numbers within the text

Numbers up to nine (9) should be typed as words, e.g., two as opposed to 2, but 10 not ten.

Reference Citations within the text

Citations in the text – (Jones and Smith, 2002). If practical, the citation should stand by a punctuation mark. Otherwise, insert it in a logical sentence break. If a particular page, section, or equation is cited, it should be placed within the parentheses, e.g. (Jones and Smith, 2002, p.10). For multiple authors, use the full citation for up to three authors; for four or more, use the first author's name followed by "et al." (in italics). A series of citations should be listed in alphabetical order and separated by semicolons (;).

Reference List Style

Same as for the Australasian Marketing Journal. References are to be listed alphabetically, last name first, followed by publication date. The reference list should be typed single space with one line between each entry. Do not use indents or tabs. Book and periodical titles should have leading capitals for major words only.

For articles in journals: Brodie, R.J., Danaher, P.J., 2000. Building models for marketing decisions: Improving empirical procedures. *International Journal of Research in Marketing* 17 (2-3), 135-139.

For books: Kotler, P., Ang, S.H., Leong, S.M., Tan, C.T., 1996. *Marketing Management: An Asian Perspective*, Prentice-Hall, Singapore.

For chapters in books/collected volumes: Douglas, S.P., Morrin, M.A., Craig, C.S., 1994. Cross-national consumer research traditions. In: Laurent, G., Lilien, G.L., Pras, B. (Eds.), *Research Traditions in Marketing*. Kluwer Academic Publishers, Boston, MA, pp. 289-306.

For conference papers: Taghian, M., and Shaw, R.N., 2000. Industrial mail survey response: An experimental approach. In O'Cass, A. (Ed.). *Proceedings of the Australian and New Zealand Marketing Academy Conference*. Gold Coast: School of Management and Marketing, Griffith University, 1239-1243.

Note: If CD-ROM and no page numbers available, state 'CD Rom' rather than page numbers.

For hypermedia references: Adam, S., and Deans, K.R., 2001. Inter-study comparisons of small business internet use in Australia and New Zealand. In Ellis, A. (Ed.). *Proceedings of AUSWEB01, The Seventh Australian World Wide Web Conference*, Coffs Harbour: Southern Cross University. Available from <http://ausweb.scu.edu.au>, accessed 14 January 2002.

For unpublished works: Bloggs, F., 2002. *Evaluating marketing websites: Relating design elements to earnings*. Unpublished doctoral dissertation. Melbourne: Deakin University