American Intercontinental University

MKT655 – Research Methods in Marketing

**Abstract**

This is a single paragraph, no indentation is required. The next page will be an abstract; “a brief, comprehensive summary of the contents of the article; it allows the readers to survey the contents of an article quickly” (Publication Manual, 2010). The length of this abstract should be 35-50 words (2-3 sentences). NOTE: the abstract must be on page 2 and the body of the paper will begin on page 3.

**Introduction**

 Remember to always indent the first line of a paragraph (use the tab key). The introduction should be short (2-3 sentences). The margins, font size, spacing, and font type (italics or plain) are set in APA format. While you may change the names of the headings and subheadings, do not change the font. This paper is an article critique and may be written in first person using, words like “I” and “my.”

**Bibliographic Entry for the Article in APA format**

Article with a DOI:

Author, A. A., Author, B. B., & Author, C. C. (2000). Title of article. *Title of Periodical*, xx,

 xxxxx. Retrieved from <https://secure.webfeat.org/cecWFX.asp>**.** doi:xx-xxxxxxxxxx.

Article without a DOI:

Author, A. A., Author, B. B., & Author, C. C. (2000). Title of article. Title of Periodical, xx,

 xxxxx. Retrieved from <https://secure.webfeat.org/cecWFX.asp>**.**

**Summary**

Start with a summary of the article. This does not mean copy word for word or explain every detail. No direct quotes should be included.

**Question being investigated and why the authors think it is interesting.**

Please do not copy word for word or explain every detail. No direct quotes should be included. Explain the concepts as you understand them.

**Hypothesis being tested.**

Please do not copy word for word or explain every detail. No direct quotes should be included. Explain the concepts as you understand them. Hypothesis being tested, and how it was operationalized (i.e., methodology: independent and dependent variables, control conditions, etc.)

**The findings.**

Please do not copy word for word or explain every detail. No direct quotes should be included. Explain the concepts as you understand them. Summary of the findings, and how the authors interpreted them

**Author’s conclusions.**

Please do not copy word for word or explain every detail. No direct quotes should be included. Explain the concepts as you understand them. The conclusions presented by the authors.

**Discuss the Merits as well as Deficits of the Article**

Do you think that they asked the question right, and is it an interesting question? Is the hypothesis testable, and does the operationalization make sense? Were the independent and dependent variables well-chosen? Was the report of the findings complete and clear? Do you agree with the interpretations? Why or why not. Was there enough support for the conclusions? *If you see deficits, always clarify what would be a better approach.*

**Making Connections**

Does the article add to knowledge in the field? Is it well-balanced or is there bias in the findings? Are there unanswered questions in your mind? What future research would you suggest and why?

**Conclusion**

 Add some concluding remarks-can be a sentence or two.

NOTE:

* If you are not at the end of **page 7** with content, your paper is too short (if you used graphs or charts, your paper should be longer)
* Do not insert extra spaces between paragraphs to make your paper appear longer.
* If you are beyond **page 10** with content, your paper is too LONG. Do not change the font or margins to make the paper appear shorter or longer

**References**

NOTE: The reference list starts on a new page after your conclusion. Insert the bibliographic entry from page 3 here.

For help with formatting citations and references using rules outlined in the APA Manual’s 6th Edition, please check out [this site](http://www.theseen.net/AIU_MKT.htm).