Researcher beware: Most citation formatting examples, and related citation software and citation generator tools usually focus on expectations as to formatting traditional source types common to academic research and writing, such as articles from scholarly journals and newspapers and magazine sources, as well as books and a variety of other formats ranging from television programs to government publications and more. With an increasing proliferation of specialized data tools in business, advertising and media databases, one sees parallel increase in examples of “how to cite” those specialized sources.

Citation you often see for sources coming from specialized business and media databases will not always present the same consistent formatting one encounters when interacting with the more traditional scholarly source types. If a Newhouse student goes on to write articles for academic publications, or for an academic conference, while citation format guidelines associated with specific databases are helpful, in those other professional research and writing situations, often the publisher or conference planners reviewing a paper will generally provide manuscript formatting guidelines. Typically, with scholarly journals, these can be found under links called author submission guidelines or ‘instructions for authors,’ appearing on journal title homepages.

If faculty share citation format requirements varying from these, follow faculty expectations.

Book (located in SU Libraries collection via SUMMON)

Book_In-text citation examples
(Tungate, 2008)
(Tungate, 2008, pp. 17-18)
Tungate shows us precisely these sorts of examples from Armani (2008).
Be sure to include page numbers if referencing – or paraphrasing – a quotation or other content original to that source. In-text citation page references not required if one is referring that source as a whole.

Business Source Elite _citation to an article from a trade publication like PRWeek
Be sure to conclude a fully inclusive page range at the end of a citation if the article extends across multiple pages.

Trade publication article_In-text citation examples
Follow the same formatting expectations one applies when citing books (see above)

Business Source Elite _citation to an article from a scholarly journal
Not all scholarly citations you see list a doi (digital object identifier). However, include it if available on the database item record for articles you cite. Applies primarily to scholarly journal articles, and not most newspaper or magazine sources.

Scholarly journal article_In-text citation examples
(Spotts, Purvis & Patnaik, 2014)
(Spotts, Purvis & Patnaik, 2014, pp. 460-461)

Want further examples of in-text citations? When reviewing articles from scholarly journals in public relations, business, media studies or any discipline, look at how those authors employ a wide variety of formatting techniques for efficiently inserting in-text citations.
Mintel Reports
Mintel_In-text citation example
(Mintel, 2014)
Include pages references and report section titles after the date, if quoting content from a specific page - such as (Mintel, Issues and Insights, 2014, p. 3). Unless the report is presented as a continuously paginated PDF, it will be common to refer to content you cite – with the simple in-text citation referring to the report, “as a whole” – such as: (Mintel, 2014)

MRI
MRI_In-text citation example
(MRI University Reporter, Fall 2013 Product Report)
No need for pagination references in the in-text citations for MRI

IBIS
IBIS_In-text citation example
(IBISWorld, 2014)

eMarketer data table
eMarketer report (with named author)
eMarketer_In-text citation examples
eMarketer, 2015
(Hallerman, 2014)
Include pagination after the year if referring to a quote or paraphrase on a specific page. eMarketer aggregates data tables from hundreds of primary source organizations (Nielsen, comScore, Pew Research Center, etc.). Identifying those organizations in the footers of eMarketer data tables can sometimes lead you to relevant data at websites for “some” of those organizations. When citing such data tables strictly inside the eMarketer database environment itself, even though data is drawn from other sources, it is acceptable to cite eMarketer as your source (since it is literally the source you have used). If you complement that with information you obtain outside of eMarketer, you need to cite those sources separately.

Simmons OneView
Simmons Research LLC (2010). Fall 2010 NHCS Adult Study 12 Month [Data File]. Retrieved from Simmons OneView Database.
Simmons OneView_In-text citation example
(Simmons OneView, 2010)

WARC – Case Study (author(s) identified)
WARC – case study (no personal author)
WARC_In-text citation examples
(Wood, Poltrack & Doud, 2014)
(Twinings Green Tea, 2014)