Reviewing Marketing Journal Articles

Below are detailed instructions for students who wish to satisfy a portion of their REP requirements by reviewing marketing journal articles.

**Step 1:** To register, please go to: [https://bsu.sona-systems.com](https://bsu.sona-systems.com)

On the home page you will see a “Welcome to the Research Experience Program” message. Click on the “New Participant?” link to request a participant account. When you register on the website, it is important to accurately enter your name, user ID, BSU email address, student ID number, and course and section number.

**Step 2:** Please choose an article from any one of the journals listed below. The article you choose should be published in 2014 or later. Please choose a subject area that is interesting to you. You can find these journals at: [http://cms.bsu.edu/academics/libraries](http://cms.bsu.edu/academics/libraries).

- Journal of Consumer Research
- Journal of Marketing
- Journal of Marketing Research
- Journal of Business Ethics
- Journal of Personal Selling & Sales Management
- Journal of the Academy of Marketing Sciences
- Journal of Applied Psychology
- Journal of Consumer Psychology
- Marketing Science
- Journal of Marketing Education
- Business and Society Review
- Journal of Business Research
- Journal of Interactive Marketing
- Journal of International Marketing
- Journal of Marketing Theory & Practice
- Academy of Marketing Science Review (online)
- Journal of Retailing
- Journal of Advertising
- Journal of Advertising Research
- Journal of Service Research
- European Journal of Marketing
- Industrial Marketing Management

**Step 3:** Provide a two-page review of the article, following the below instructions.

1. Place the following header on the top of the page: “REP Article Review Option (MKG 300)”.
2. Indicate the author(s), the title of the paper, the journal title, the publication year, the volume, the number, and the page numbers. Make sure that you have thoroughly read the article.
3. Explain the main research question(s) and purpose of the study. If the authors have proposed and/or tested hypotheses, summarize the proposed hypotheses.
4. Explain the research methodology used. If the authors have collected data, indicate the number of studies and the sample size of each study.

5. Briefly summarize the findings reported. If the authors have proposed hypotheses, indicate whether support was found for each hypothesis.

6. Briefly explain the implications of the article. How does it help marketing managers, consumers, or other constituencies?

**Step 4:** Your two-page review of the article should be single-spaced, using 12-point font, with 1-inch margins on all sides. In the upper left corner, provide your name, student ID, class, and section. Your review must be typed, hand-written reviews will not be accepted.

**Step 5:** Please email your complete article review(s) to REP@bsu.edu by 5:00pm on Friday, April 29, 2016. **Do not submit your article review to your MKG 300 instructor!** No late papers will be accepted.

Please note that the article reviews must be your own work and that no collaboration is permitted. Any student involved in academic dishonesty will be disciplined in accordance with University regulations and procedures. Discipline may include suspension or expulsion from the University. [http://cms.bsu.edu/about/administrativeoffices/studentrights/resources/academic-integrity-and-dishonesty](http://cms.bsu.edu/about/administrativeoffices/studentrights/resources/academic-integrity-and-dishonesty)

If you have questions, comments, or concerns please contact REP@bsu.edu