

## **Sport Marketing Quarterly Manuscript Submission Guidelines**

1. Manuscripts submitted to *SMQ* should not be submitted to another publication while under review for *SMQ*.
2. Manuscripts submitted to *SMQ* should be written in Microsoft Word or saved in rich text format and should be submitted electronically, via email attachment, to [smq@bgnet.bgsu.edu](mailto:smq@bgnet.bgsu.edu).
3. Authors' names should not appear anywhere in the manuscript. A cover sheet listing the manuscript title and the order of authors as well as the primary author's name, mailing address, preferred phone and fax numbers and email address should accompany each manuscript. If appropriate, identify if the manuscript is derived from a master's thesis or doctoral dissertation.
4. A 150-word abstract should preface each manuscript. Manuscripts should be double-spaced with 1.5-inch margins, using an easily readable 12-point font. Authors should follow the style of the *Publication Manual of the American Psychological Association* in preparing all text, tables, and figures (e.g., *italics* used to report statistical information, indented second line in references listing).
5. Tables and figures should be submitted in electronic and paper form. The Editorial Board will consult the hard copies of the tables and figures to verify content, and the production department will use the hard copies to verify formatting. Indicate the software that was used to create the figures. *Adobe Illustrator*, *CorelDraw*, *Pagemaker*, and *QuarkXPress* are the preferred software for *SMQ* figures.
6. Manuscripts should not exceed 25 pages, including text, tables, figures, charts, footnotes, and references. Each research article appearing in *SMQ* should contain a table to help guide readers toward interpretation of results.

### **Major Point Resulting From Research Inquiry**

- 1.
  - 2.
  - 3.
- Etc.

### **Major Implication for Practice and/or Further**

7. Manuscripts submitted to *SMQ* undergo double-blind review. Reviewers' comments will be returned via email attachment written in Microsoft Word or saved in rich text format. The Editor will examine all manuscripts and determine if the content is congruent with the focus of the journal. If the content of the manuscript is not congruent with *SMQ*'s focus, the Editor will return the manuscript to the author(s) with an explanation. If the content of the manuscript is congruent with *SMQ*'s focus, the Editor will determine if the manuscript should be "Previewed" or "Reviewed." The Editor will ask for a *Preview* when the manuscript has been examined and determined that there may be questions related to the concept, writing, methodology, results, discussion, or implementation. Previewers will provide the Editor with a general rationale for rejection OR disagree with the Editor's opinion, in which case a full review will be conducted. The Editor will ask for a *Review* when the manuscript has been read and determined to be of acceptable or high quality in concept, writing, methodology, results, discussion, or implementation. A Review will be conducted in the traditional manner.
8. The Editor will attempt to provide authors with a completed review within a 6-week period.
9. Authors warrant that the manuscript is original except for excerpts and illustrations from copyrighted works as may be included with permission of the copyright owner, such permissions to be obtained by the authors at their own expense. The manuscripts submitted to the publisher must contain the appropriate credit line, if any, required by copyright holders of material adapted or reprinted for use.
10. Authors of manuscripts accepted for publication will be required to transfer copyright to Fitness Information Technology, Inc., publisher of *SMQ*.

**All inquiries about reviews related to refereed research manuscripts should be directed to**

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## **Sport Marketing Quarterly Case Study Submission Guidelines**

1. As the intent of the Case Study section is to provide case studies that can be used in the classroom, case study submissions to *SMQ* should summarize a challenge facing a sport organization and challenge the reader to develop a solution based on the facts provided in the case.
2. Case study submissions should follow all of the submission and style requirements listed above for manuscripts with the exception that the case study should not exceed 18 pages including tables, charts, etc.
3. In addition to the case study, submissions should also be accompanied by a separate file that includes teaching notes for the case. In the teaching notes, authors should outline the following: a brief summary of the case (150 words or less), the theoretical areas of sport marketing to which the case is applicable, information on how the challenge was addressed, and guidelines on how to coordinate class discussion about the case. The entire teaching notes file should not exceed 5 pages, dou-

ble-spaced. If accepted, the teaching notes will be posted on the FIT website as a service to instructors.

4. Case studies submitted to *SMQ* will undergo double-blind review. *SMQ* will attempt to provide feedback to case study authors within 6 weeks.
5. Accepted case studies will be sent to a practitioner (who is not employed by the organization described) who will provide a brief analysis of the case and discuss their recommendations for the case in question. The case and the response to the case will be published together.
6. Stipulations set forth in the manuscript submission guidelines with respect to originality and copyright transfer also apply to the Case Study section of *SMQ*.

**All inquiries about reviews related to refereed Case Study manuscripts should be directed to**

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