**AUTHOR GUIDELINES**

The ***Journal of Promotional Communications*** is a scholarly open-access, peer-reviewed, online journal that publishes original research produced by undergraduate and postgraduate students.

Our aim is to encourage diverse perspectives and approaches to the study of promotional communication and the work published here will draw on variety of disciplinary areas covering, but not exclusive to, Marketing, Advertising and PR theory as well as Consumer Culture and Behaviour, Political Communications, Media Studies, Sociology, Cultural Studies and Management. The ***Journal of Promotional Communications*** encourages submissions from current undergraduates and postgraduate students or those who have graduated within the past twelve months. Manuscripts may include research on any subject related to promotional communication engaging with a range of theoretical and methodological perspectives.

Manuscripts will be accepted for review provided they:

1. Have not been published elsewhere, unless as part of conference proceedings;
2. Have been written by undergraduate/postgraduate students or those who have graduated within the last twelve months:
3. Have not been previously accepted for publication or are under consideration by any other publisher;

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Submit manuscripts electronically through the journal’s website in a word or pdf format. The author/s name/s should not appear anywhere except on the cover page. Authors should keep an extra, exact copy for future reference.

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**Title Page**: Paper title and a 150-word abstract, in addition to four to six keywords.

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**Figures and Tables**: Figure and tables should be numbered and included at the end of the manuscript on separate pages each. They should be crisp, black and white copies only. Indicate in the main body of text with an ‘INSERT FIGURE 1’ OR ‘INSERT TABLE 1’ where tables and figures belong.

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