

Resources referenced:

- ABA Marketplace. (n.d.) *Home* [Facebook group]. Facebook. Retrieved May 20, 2020 from <https://www.facebook.com/groups/423950461638928>
- American Marketing Association. (n.d.). *What is marketing? The definition of marketing*. AMA. <https://www.ama.org/the-definition-of-marketing-what-is-marketing/>
- Association of Professional Behavior Analysts. (n.d.) APBA. Retrieved October 27, 2020, from <https://www.apbahome.net/>
- Bailey, J. S. (1991). Marketing behavior analysis requires different talk. *Journal of Applied Behavior Analysis*, 24(3), 445-448. doi: 10.1901/jaba.1991.24-445
- Bailey, J. S., & Burch, M. R. (2016). *Ethics for behavior analysts*. (3rd ed.) Routledge.
- Beard, R. (2012, September 17). Trust in advertising – Paid, owned and earned. *Insights*. <https://www.nielsen.com/us/en/insights/article/2012/trust-in-advertising-paid-owned-and-earned/>
- Behavior Analyst Certification Board. (2014). *Professional and ethical compliance code for behavior analysts*. BACB. https://www.bacb.com/wp-content/uploads/2020/05/BACB-Compliance-Code-english_190318.pdf
- BHCOE – Accreditation for Applied Behavior Analysis Organizations. (n.d.) Behavioral Health Center of Excellence. Retrieved October 27, 2020, from <https://bhcoe.org/>
- CASP Providers – CASP Providers. (n.d.) The Council of Autism Service Providers. Retrieved October 27, 2020, from <https://casproviders.org/>
- Cicoria, M. J. (Producer). (2019, July 23). Marketing your ABA services in 2019: Session 89 with Rich Brooks. [Audio Podcast]. In *The Behavioral Observations Podcast*. <https://behavioralobservations.com/marketing-your-aba-services-in-2019-session-89-with-rich-brooks/>
- Hübner, J. (2017, May 15). The ugly truth about college accreditation. *Foundation for Economic Education*. <https://fee.org/articles/the-ugly-truth-about-college-accreditation/>
- Hudson, M. (2020, June 23). What is social media? Definition and examples of social media. *The Balance Small Business*. <https://www.thebalancesmb.com/what-is-social-media-2890301#:~:text=Social%20media%20is%20any%20digital,links%20and%20short%20written%20messages>
- Lewis, P.V. (1985). Defining 'business ethics': Like nailing jello to a wall. *Journal of Business Ethics* 4, 377–383. <https://doi.org/10.1007/BF02388590>
- Patel, S. (2017, June 14). 9 Strategies for using customer testimonials in your content. *Content Marketing Institute*. <https://contentmarketinginstitute.com/2017/06/strategies-customer-testimonials-content/>

Resources that weren't directly referenced:

- ABA Marketplace. (n.d.) *Home* [Facebook group]. Facebook. Retrieved October 27, 2020 from <https://www.facebook.com/groups/ABABusinessBuilders/>
- Cicoria, M. J. (Producer). (2018, July 2). ABA dissemination, technology, and marketing: Session 55 with Dave Stevens. [Audio Podcast]. In *The Behavioral Observations Podcast*. <https://behavioralobservations.com/aba-dissemination-technology-and-marketing-session-55-with-dave-stevens/>
- Cicoria, M. J. (Producer). (2019, October 16). Should you start an ABA practice? Session 97 with Becca Tagg. [Audio Podcast]. In *The Behavioral Observations Podcast*. <https://behavioralobservations.com/should-you-start-an-aba-practice-session-97-with-becca-tagg/>
- Gilmore, H. (2019, September 8). Marketing your applied behavior analysis practice. Reflections on Applied Behavior Analysis, *Psych Central Professional*. <https://pro.psychcentral.com/child-therapist/2019/09/marketing-your-applied-behavior-analysis-practice/>
- Gilmore, H. (2019, November 3). How to get more clients for your ABA autism business: Marketing best practices for behavior analysts and autism service providers. *Local Autism Services*. <https://www.localautismservices.com/autism-services-blog/market-your-aba-autism-business>
- Tagg, B. (2018, October 17). Session 14: Marketing your ABA practice [Audio Podcast]. In *The Business of Behavior*. <https://thebusinessofbehavior.com/business-behavior-podcast-episode-14-marketing-aba-practice/>
-