

## General Rules

- One space after a period.
- Do not use a serial comma unless necessary for clarity.
  - > She studied finance, marketing and business ethics
  - > The GSM offers immersions in CFO for technology, sustainable energy, biotechnology, and food and agriculture.
- Capitalize sparingly. Lowercase in body copy.

## The School and University

- UC Davis Graduate School of Management
- Graduate School of Management
- University of California, Davis
- the university

**Note:** Use GSM sparingly, in less formal writing

## Programs

- Full-Time MBA
- Bay Area MBA
- MBA@UCDavis
- Part-Time MBA
- Sacramento MBA
- Online MBA
- Master of Professional Accountancy (MPAc)
- Master of Science in Business Analytics (MSBA)

**Note:** Do not write *degree* after the name of a degree or program.

## Degrees, Graduation Year and Alumni

- Master of Business Administration (MBA)
- Bachelor of Arts (B.A.)
- Master of Science (M.S.)
- Ph.D.
- J.D.
- M.D.
- bachelor's in English
- master's in biology
- Bill Vasquez MBA 00

## Academic and Job Titles

- Dean H. Rao Unnava
- Andrew Hargadon, a professor at the School
- Professor Kimberly Elsbach

**Notes:** Capitalize titles directly before name; otherwise, lowercase. Do not add Ph.D. after a name. Do not put Dr. before the name.

## Locations

- Gallagher Hall
- Education Building
- Bishop Ranch
- UC Davis Campus
- Sacramento Campus
- Bay Area Campus

## Date and Time

- We met on Saturday, February 29, 2020, at Gallagher Hall.
- 9 to 11:45 a.m.
- 11:30 a.m. to 3 p.m.
- noon to 4:45 p.m.
- 1:30 to 5:45 p.m.

## Numbers

- Spell out zero through nine. Use Arabic numerals for 10 and above.
- She had three cats and 11 dogs.

**Exception:** Use numerals for academic credits and percentages.

- a 3-credit course
- 80%

**Exception:** Spell out numbers at the beginning of a sentence.

- Eight students ran for ASM president.

## Company Names

- Intel Corp.
- Google Inc.
- Hewlett-Packard Co.
- Deloitte LLC

## Headlines, Subheads, Courses, Talk Titles

- **Headline** (including main head on a webpage banner): Capitalize nouns, verbs, modifiers, first and last words; lowercase prepositions and articles
  - Your Career Is the Most Important Thing
- **Subhead** (including subhead on a webpage banner): sentence style capitalization; no period
  - Our career development team gets results
- **Courses and Talk Titles**
  - Principles of Accounting
  - Revolution Foods and the Women Building the Future

## Contact Information

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## Common Words

- board of directors
- executive-in-residence
- the federal government
- internet; online; website
- nonprofit
- San Francisco Bay Area
- Silicon Valley (not "the")
- spring, summer, fall, winter
- startup
- the state of California
- U.S. or United States (not America)

## GSM Marketing Toolbox

- gsm.ucdavis.edu/gsm-marketing-toolbox