

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 • the School
- University of California, Davis • UC Davis
- the university

Note: Use GSM sparingly, in less formal writing

Programs

- Full-Time MBA • Part-Time MBA
- Bay Area MBA • Sacramento MBA
- MBA@UCDavis • 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.) • bachelor's in English
- Master of Science (M.S.) • master's in biology
- Ph.D. • J.D. • M.D. • Bill Vasquez MBA 00

Academic and Job Titles

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

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 • UC Davis Campus
- Education Building • Sacramento Campus
- Bishop Ranch • Bay Area Campus

Date and Time

- We met on Saturday, February 29, 2020, at Gallagher Hall.
- 9 to 11:45 a.m. • noon to 4:45 p.m.
- 11:30 a.m. to 3 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. • Hewlett-Packard Co.
- Google Inc. • 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 • Silicon Valley (not "the")
- executive-in-residence • spring, summer, fall, winter
- the federal government • startup
- internet; online; website • the state of California
- nonprofit • U.S. or United States (not America)
- San Francisco Bay Area