

**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 (use comma in this instance to set apart the last compound phrase in the series).
- Capitalize sparingly. Lowercase in body copy.

**The School and University**

- When first citing most acronyms, spell out the entire name immediately followed by the acronym in parentheses:
  - > The UC Davis Graduate School of Management (GSM)

**Programs**

- Full-Time MBA
  - Bay Area MBA
  - MBA@UCDavis
  - Master of Professional Accountancy (MPAc)
  - Master of Science in Business Analytics (MSBA)
  - Part-Time MBA
  - Sacramento MBA
  - Online MBA
- 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
- Only capitalize job titles when they appear before a person’s name. Do not capitalize job titles if they do not proceed a person’s name:
  - > Executive Director of Operations Bob Smith
  - > Bob Smith is the executive director of operations

**Locations**

- Gallagher Hall
- Education Building at UC Davis Health
- 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
- communicationguide.ucdavis.edu

