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

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_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)

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_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

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_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_

- (530) 555-5555 _janedoe@ucdavis.edu_
- gsm.ucdavis.edu

_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

_GSM Marketing Toolbox_

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