University at Buffalo
School of Management

School of Management Editorial Style Guide

Strong content is timely, relevant, well-written, concise and consistent. These guidelines will assist you as you write for the School of Management website, but the principles can be used in writing for any medium.

Less is more
Individuals are far more likely to read a concise page of information than several pages with more detail than they want or need. Whenever possible, keep your content to one "screen load." Studies show most readers do not hit the page-down button or scroll bar. A webpage should not exceed three screen loads (equivalent to hitting the page-down button twice). To avoid overloading a page, use links for additional information or other UBCMS features to give readers who want more information the chance to drill down to the content they need.

Four eyes before posting
Never post new content on the live website until at least two people have carefully proofed the material. Grammar and spell checkers are helpful, but not foolproof, and it's easy to overlook an error in your own writing. The best writers employ this rule without exception.

Consistency is key
Some rules of grammar and punctuation vary according to style guide. To ensure consistency on our website and publications, we use the Associated Press Stylebook. This document includes guidelines for the top 29 style, grammar and punctuation inconsistencies found in School of Management materials. These guidelines will provide you with the most common AP style rules and other rules specific to UB and the School of Management.

To access UB's AP Stylebook, visit apstylebook.com/buffalo from an on-campus computer or when connected via VPN.

Brand and personality
UB and the School of Management have an authentic personality, with defined traits informed by extensive research. As you write, remember the School of Management brand attributes, and always create content that is relatable and relevant to your audience. For more information, consult UB's **Copy Tips** and **Personality Attributes** pages.

If you have questions, contact Jackie Ghosen, assistant dean and director of communications, at 645-2833 or **ghosen@buffalo.edu**. The communications team will update this guide periodically and welcomes your comments about how we can make it most useful for you.

Our Top 29 Style Guidelines

University at Buffalo, School of Management and other academic guidelines

1. **When referencing the School of Management, spell it out fully. Never use SOM.**
   School of Management *(correct)* SOM *(incorrect)*

   Also, refer to the following when referencing the School of Management as part of UB.
   UB School of Management *(correct)* UB's School of Management *(incorrect)*

   University at Buffalo School of Management *(correct)*
   University at Buffalo's School of Management *(incorrect)*

2. **Unless part of a headline, only capitalize "university" or "school" when they are part of a proper name.** This rule also applies to "program," "center," "department," "office," etc.
   Consult university guidelines for further clarification. *(correct, not proper name)*
   The University at Buffalo has guidelines for clarification. *(correct, proper name)*
   Consult University guidelines for further clarification. *(incorrect, not proper name)*

   The school's curriculum is extensive. *(correct, not proper name)*
   The School of Management's curriculum is extensive. *(correct, proper name)*
   The School's curriculum is extensive. *(incorrect, not proper name)*

   Consider applying for the Professional MBA program. *(correct)*
   Consider applying for the Professional MBA Program. *(incorrect)*

3. **Do not capitalize options, concentrations or tracks.**
   Review the supply chains and operations management option. *(correct)*
   Review the Supply Chains and Operations Management Option. *(incorrect)*

   The health care management concentration is now available. (correct)
   The Health Care Management Concentration is now available. *(incorrect)*

4. **Advisor** (rather than adviser, an exception to AP)

5. Academic Titles: When listing an individual's title on a contact page, use title case (capitalize first letter of each word).
   Kate Bezrukova
   Associate Professor
   Organization and Human Resources Department

   In a sentence, do not capitalize a title unless it comes before the name.
   Satish K. Tripathi, UB president, said… *(correct and preferred)*
   UB President Satish K. Tripathi said… *(correct, but not preferred)*
   Satish K. Tripathi, President of UB, said… *(incorrect)*

   Exception: "Named" or endowed professorships are capitalized after a name.
   Kee Chung, Louis M. Jacobs Professor of Financial Planning and Control, said … *(correct)*

6. **Graduating Classes:** Capitalize a specific graduating class, but lowercase general references.
   The UB School of Management Class of 2021 *(specific)*
   Join us to celebrate our Class of 2021. *(specific)*
   The class of 2021 faces a tough job market. *(general)*

7. Degrees: Spell out degrees in running text.
   She has bachelor's degree, and he has a master's degree. *(Note: apostrophe 's')*
   She has a Bachelor of Science in accounting and Master of Business Administration. *(note: no apostrophe 's')*

When listing names and credentials, eliminate periods in academic degrees. (UB exception to AP)
BS, MBA, MS, PhD *(correct)* B.S., M.B.A., M.S., Ph.D. *(incorrect)*

The style for indicating alumni degrees differs across UB. For consistency, use the following style for all School of Management events, publications and webpages: After the individual's name, type a comma and a space, and list the degree (BS, MBA, EMBA, PMBA, MS, PhD or CEL), followed by a space, a "smart" apostrophe (') and the last two digits of the year. For those with more than one School of Management degree, list them in the order in which they were received, separated by commas. Only include School of Management degrees, except for dual degrees (i.e. JD/MBA, MD/MBA).

John C. Doe, BS '88	(School of Management BS in 1988)
Jane A. Doe, BS '86, MBA '90	(School of Management BS in 1986, School of Management MBA in 1990)
Mary T. Doe, PhD '93	(School of Management PhD in 1993, lower degrees elsewhere)

When used in a sentence, include a comma after the last degree.
Jane Smith, BS '91, MBA '95, serves as president and CEO. *(correct)*
Jane Smith, BS '91, MBA '95 serves as president and CEO. *(incorrect)*

8. Course names: In lists, place a hyphen with a space on either side between the course number and course name. Do not use an en or em dash. (Per UB catalog, exception to AP)
MTH 131LR - Mathematical Analysis for Management *(correct)*
PSY 101LEC—Introductory Psychology *(incorrect)*

In running text, list course names in plain text (no quotes or italics), title case.

The student enrolled in Mathematical Analysis for Management. *(correct)*
The student enrolled in *MTH 131LR - Mathematical analysis for management (incorrect)*
The student enrolled in "MTH 131LR - Mathematical Analysis for Management" *(incorrect)*

Exception: In running text, if using a generic course name, don't capitalize unless it's a proper noun.

The student enrolled in a marketing course and enjoyed it. *(correct)*
The student enrolled in a Marketing course and enjoyed it. *(incorrect)*
The student enrolled in an English course and received a passing grade. (correct)

General writing and style tips

9. Do not use ALL CAPITAL LETTERS, bold and <u>underlining</u> in our web content.
To highlight specific information, use UBCMS components such as Call to Action or Callout.

10. Use specific, concrete language and omit unnecessary words. Strong writing is concise.
Tuesday, June 27, 2017 *(incorrect, omit unnecessary words)*
June 27, 2017*(correct)*

The program is designed to prepare students... *(incorrect)*
The program prepares students... *(correct, say what the program does, not what it's designed to do)*

Please refer to the academic calendar. *(incorrect, omit "please")*
Refer to the academic calendar. *(correct)*

A period of unfavorable weather set in. *(incorrect, vague)*
It rained every day for a week. *(correct, specific and descriptive)*

1,000,000 dollars *(incorrect)* $1 million *(correct)*
$4.00 *(incorrect)* $4 *(correct)*

11. **For clarity, avoid abbreviations or acronyms in web content.** Spell out organizations on first reference. If a name is used again, include the acronym in parentheses after and use it for later references.
The Radical Underwater First United Sailors meet Saturday mornings. *(correct)*
RUFUS meets Saturday mornings. *(incorrect on first reference)*
The Radical Underwater First United Sailors (RUFUS) meet Saturdays. *(correct if RUFUS is used again)*

Punctuation and capitalization

12. **Avoid ampersands unless part of an official company name (i.e. AT&T).**
Management Science and Systems *(correct)* Management Science & Systems *(incorrect)*

13. **Eliminate exclamation points in business writing.**
Join us for our senior celebration on May 11. *(correct)*
Join us for our senior celebration on May 11! *(incorrect)*

14. **When listing bulleted items, be consistent.** For punctuation, either put a period at the end of each item or don't put one on any (exception to AP, which always uses periods). In addition, use parallel construction, starting each item with the same part of speech (noun, verb) and using the same sentence type and verb tense.

15. **Compound modifiers: two or more words that express a single concept**
When a compound modifier precedes a noun, use hyphens to link all words in the phrase.
Full-time job *(correct)* Know-it-all attitude *(correct)*
Full time job *(incorrect)* Know it all attitude *(incorrect)*

Exception: **Do not hyphenate if the modifier includes "very" or an adverb ending in "ly."**
Nationally ranked school *(correct)* Nationally-ranked school *(incorrect)*

Note: Many words that are hyphenated before a noun are not hyphenated after (she has a full-time job; she works full time). Consult AP for details.

In headings and titles, capitalize all words in a compound modifier.
Information for Full-Time Students *(correct)*
Information for Full-time Students *(incorrect)*

In running text, do not capitalize all words in a compound modifier.
Full-time students should apply online. *(correct)*
Full-Time students should apply online. *(incorrect)*

16. **Omit the comma in a simple series before "and" or "or."**
Nancy is interested in tax, law and accounting. *(correct)*
Nancy is interested in tax, law, and accounting. *(incorrect)*

17. **Place periods in the abbreviation for the United States.**
U.S. *(correct)* US *(incorrect)*

18. **Résumé:** Use accent marks.

19. Seasons: Do not capitalize the seasons in running text.
My favorite time of year is fall. *(correct)* My favorite time of year is Fall. (incorrect)
I am taking a class in the spring semester. *(correct)*
I am taking a class in the Spring semester. *(incorrect)*

20. Book titles: Place in italics for use on website, magazine and other publications (exception to AP). For news releases, use quotes.

21. Em dashes: Add spaces around em dashes — like this — in all School of Management publications.

Numbers

22. **In general, spell out whole numbers below 10 and use figures for 10 and above in running text. Use numerals in headlines.** Some exceptions apply, below; see AP for full list.

They have three sons and two daughters. *(correct)* They have 3 sons and 2 daughters. *(incorrect)*
They used 10 cars and two buses. *(correct)* They used ten cars and two buses. *(incorrect)*

Exception: Use numerals when referring to course credit hours.

A 3-credit-hour course, a 4-credit course. *(correct)*
A three-credit-hour course, a four-credit course *(incorrect)*
He needs 6 credits to graduate. *(correct)* He needs six credits to graduate. *(incorrect)*

Exception: Use numerals for money, percentages, dimensions and ages.

$2 million dollars; 5 cents
An 8-year-old girl; the boy, 7, won the prize; the man was 60 years old
He is 5 feet 6 inches tall; the 5-foot-6 man
The car is 17 feet long, 6 feet wide and 5 feet high
3.7% interest; 97% on the test; 7 percentage points; cost of living rose 0.5% (see AP for fractions)

23. Percent: When paired with a numeral, use the % symbol with no space, in most cases.

Enrollment increased 20%. *(correct)* Enrollment increased 20 percent. *(incorrect)*
Engagement decreased by 0.5%. (correct) Engagement decreased by 0.5 percent. (incorrect)

Exception: In casual uses, use words rather than figures. *He has a zero percent chance of winning.*

Telephone- and technology-related guidelines

24. Email: No hyphen, per AP

I received an email. *(correct)* I received an e-mail. *(incorrect)*

Also, avoid using "email" as a verb.

Send your application by email. *(correct)* Email your application. *(incorrect)*

When listing an email in web content (as opposed to a "Contact Us" box), use the email alias and office name—not an individual's email address and name. Also, make the email address visible and provide a live hyperlink.

For information, contact the Communications Office at mgt-pr@buffalo.edu or 716-645-2833.

25. Spell out "telephone" completely in all running text references.
"Phone" or "Phone number" is incorrect. In a list, acceptable abbreviation: Tel.

Area codes do not include parenthesis in AP style.

716-645-3206 *(correct)* (716) 645-3206 *(incorrect)* 716.645.3206 *(incorrect)*

26. **"Website" is one word with a lowercase "w" (except for headlines or the beginning of a sentence).** Also, webpage, webcam, webcast, webmaster. But, web address and web browser.

The School of Management launched its new website. The web address is management.buffalo.edu. *(correct)*
The School of Management launched its new Web site. The web address is management.buffalo.edu. *(incorrect)*

Note: When listing our web address, do not use www. Simply list management.buffalo.edu.

27. "Username," "online" and "password" are each one word, with no hyphen. As a noun "login" is one word, but as a verb it is spelled "log in."

Log in with your username and password online. *(correct)*
Login with your user name and pass word on-line. *(incorrect)*
Memorize your UBIT login credentials. *(correct)*

Dates and times

28. Dates: Use cardinal numbers, meaning eliminate numeral suffixes (th, st, rd, nd).

Dec. 8 *(correct)*	Dec. 8th *(incorrect)*
July 3 *(correct)*	July 3rd *(incorrect)*

When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. For month and year alone, spell out and do not use a comma.

Feb. 12, 2015 *(correct)*	February 2015 *(correct)*
February 12, 2015 *(incorrect)*	February, 2015 *(incorrect)*

Place a comma after the year when listing a full date and continuing the sentence afterward. Johnson will visit UB on Sept. 5, 2009, and stay for five days. *(correct)*

Times: Use figures except for noon and midnight. Punctuate times using AP guidelines for consistency.

8 a.m. *(correct)*	8:00 a.m. *(incorrect)*	8 AM *(incorrect)*
5:30 p.m. *(correct)*	5:30 PM *(incorrect)*	
9 to 11 a.m. *(correct)*	9-11 a.m. *(correct)*	9 a.m. to 11 a.m. *(incorrect, redundant)*
9 a.m. to noon *(correct)*	9 a.m. - noon *(correct spacing)*	9 a.m.-noon *(incorrect spacing)*

When listing times, dates and locations together, order as follows: time of day, date, place.
The reception will be held at 5 p.m. May 4 in the Alfiero Center.

States

29. Spell out state names fully in running text. Include a comma between the city and state and after the state, unless ending a sentence (exception to University Communications).
Students traveled to Sacramento, California, for the case competition. *(correct)*
Students traveled to Sacramento, Calif., for the case competition *(incorrect)*
Students traveled to Sacramento, California for the case competition *(incorrect)*

Exception: In long lists and UB news releases, the following long-form abbreviations may be used. Always spell out Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah.

Ala.	Fla.	Mass.	N.C.	Nev.	Tenn.
Ariz.	Ga	Md.	N.D.	Okla.	Va.
Ark.	Ill.	Mich.	N.H.	Ore.	Vt.
Calif.	Ind.	Minn.	N.J.	Pa.	W.Va.
Colo.	Kan.	Miss.	N.M.	R.I.	Wash.
Conn.	Ky.	Mo.	N.Y.	S.C.	Wis.
Del.	La.	Mont.	Neb.	S.D.	Wyo.

Only use two-digit Postal Service abbreviations with full mailing addresses, including ZIP code

New York: Capitalize Western New York, Upstate New York, etc. when referring to these regions. Avoid using WNY. When necessary to distinguish the state of New York from the city of New York, use New York State (capital "S" is a UB exception to AP).