

## Marriott School Editing & Usage Guide

*Updated June 2010*

The Marriott School editing and usage guide is used for print and web publications such as *Marriott Alumni Magazine* ([marriottmag.byu.edu](http://marriottmag.byu.edu)), department newsletters and blogs, and the school web site. It is also provided as a resource for the media.

This guide aims to cover exceptions and items not sufficiently covered in other guides. For items not outlined here, consult the latest edition of the *Chicago Manual of Style* ([chicagomanualofstyle.org](http://chicagomanualofstyle.org)) or the *Merriam-Webster's Dictionary* ([merriam-webster.com](http://merriam-webster.com)). For news releases, consult the *Associated Press Stylebook* ([apstylebook.com](http://apstylebook.com)). Other helpful guides include the *BYU Style Guide* ([advance.byu.edu/styleguide.html](http://advance.byu.edu/styleguide.html)) and The Church of Jesus Christ of Latter-day Saints *Name Style Guide* ([newsroom.lds.org/ldsnewsroom/eng/style-guide](http://newsroom.lds.org/ldsnewsroom/eng/style-guide)).

**Marriott School of Management** In first references, use *Marriott School of Management*. In secondary references, use *the Marriott School* or simply *the school*. The acronym *MSM* is not appropriate.

**CAPITALIZATION:** Do not capitalize the definite article *the* before *Marriott School* or *school*. When used as a secondary reference without *Marriott* or *Brigham Young*, *school* (or *the school*) and *university* (or *the university*) should not be capitalized.

Example: Jones graduated in 1998 with a master of accountancy degree from the Marriott School. He was one of the school's top students.

**DESCRIPTIONS:** The Marriott School should be referred to as a *business school*. However, references to the school of management or management school are permitted, particularly when referring to the master of public administration program.

Examples: According to *BusinessWeek* magazine, the Marriott School is one of the nation's leading business schools.

The Marriott School at Brigham Young University is a leading management school with a nationally recognized graduate program in public administration.

**HISTORY:** The Marriott School was named after benefactors J. Willard and Alice S. Marriott in 1988. Degrees earned at BYU before 1988 are from BYU and not the Marriott School.

Example: Johnson earned his BS in accounting from BYU in 1986 and his MBA from the Marriott School in 1990.

**TITLES:** Official letterhead, envelopes, etc. should read *Marriott School, Brigham Young University*. If the title appears on separate lines of text, the words *Marriott School* should appear on the first line, with *Brigham Young University* on the line below.

## A

### **academic degrees and honors**

**ABBREVIATIONS:** The following list includes frequently used abbreviations for academic degrees and professional and honorary designations (*Chicago* 15.21).

Examples: BA, Bachelor of Arts

BFA, Bachelor of Fine Arts

BS, Bachelor of Science  
DDS, Doctor of Dental Surgery  
EMBA, Executive Master of Business Administration  
EMPA, Executive Master of Public Administration  
JD, Juris Doctor (Doctor of Law)  
JD/MAcc, Joint Juris Doctor/Master of Accountancy  
JD/MBA, Joint Juris Doctor/Master of Business Administration  
JD/MPA, Joint Juris Doctor/Master of Public Administration  
MA, Master of Arts  
MAcc, Master of Accountancy  
MBA, Master of Business Administration  
MD, Medicinae Doctor (Doctor of Medicine)  
MFA, Master of Fine Arts  
MISM, Master of Information Systems Management  
MPA, Master of Public Administration  
MS, Master of Science  
PhD, Philosophiae Doctor (Doctor of Philosophy)

**CAPITALIZATION:** The names of academic degrees and honors should be capitalized when following a personal name, whether abbreviated or written in full (*Chicago* 15.20):

Example: Joseph Hershall, MD, presented the award.

Also capitalize the name of a degree when it is preceded by *BYU* or *the Marriott School*.

Examples: He joined the Marriott School's Master of Business Administration program last year.

She decided to get a BYU Master of Accountancy degree when she was a sophomore.

But when academic degrees are referred to in such general terms as *bachelor's degree*, *master of business administration*, etc. they are not capitalized (*Chicago* 8.32).

Example: She earned her bachelor's degree from the Marriott School in 2001.

Lowercase honors such as *cum laude*, *magna cum laude*, and *summa cum laude*.

Example: She graduated summa cum laude in 2009.

**POSSESSIVE:** Do not use the possessive unless directly modifying *degree*.

Examples: bachelor's degree

master's degree in accounting

*but*

master of accountancy

bachelor of arts

BS in finance

associate degree

**PUNCTUATION:** Omit the periods on all degree names (*Chicago* 15.21).

Example: He earned his MBA in finance at Brigham Young University.

**USAGE:** Do not use the name of a degree to refer to a person (so, instead of *MBA*, use *MBA student*, etc.).

Example: Most first-year MBA students participated in the event.

See also *MAcc*; *majors*; *MBA*.

**academic semesters and terms** Lowercase *fall semester*, *spring term*, etc. Capitalize the season when referring to a specific semester.

Examples: There is a surge of students each fall semester.  
We expect many students in the Fall 2010 Semester.

**Accenture** Formerly Andersen Consulting, a branch of Arthur Andersen, this large technology consulting firm became known as Accenture on 1 January 2001.

Example: With its recently gained independence from Arthur Andersen, Accenture is free to consult AA's clients without upsetting the SEC.

See also *Andersen*.

**accounting, accountancy** The examples below demonstrate the preferred usage for these two terms.

Examples: She is an accounting major.

She is majoring in accounting.

He is an accounting professor.

She teaches accounting at the Marriott School.

Accounting professor Bob Smith gave the honorary lecture.

Bill Smith, assistant professor of accountancy, gave the honorary lecture.

They work for the BYU School of Accountancy.

He earned a master's degree in accounting last year.

He earned a master of accountancy degree last year.

See also *School of Accountancy*.

**Aerospace Studies, Department of** When preceded by *BYU* or *Marriott School*, capitalize and include *of*. In all other references, lowercase and use *aerospace studies department* or simply *the department*.

Example: The BYU Department of Aerospace Studies is located here. The aerospace studies department is a part of the Marriott School. The department recently won two awards.

See also *Air Force ROTC; departments*.

**Air Force ROTC** In first references, use *BYU Air Force Reserve Officer Training Corps* or *Air Force ROTC*. In secondary references, you can use *AFROTC*.

Note: AFROTC cadets train throughout college to prepare for commissions as second lieutenants upon graduation. BYU's AFROTC is administered through the Marriott School's Aerospace Studies Department, which offers a minor (but not a major) in aerospace studies. See *Aerospace Studies, Department of*.

**alumna, alumni, alumnus** *Alumna* is a female singular noun. *Alumni* is a plural noun. *Alumnus* is a male singular noun. The shortened *alum* may be used to refer to any of these.

Examples: She is a BYU alumna.

BYU alumni are the best.

He is a BYU alumnus.

Sally Smith, a BYU alum, says she learned a lot.

**a.m., p.m.** Lowercase and use periods (*Chicago* 9.42). Avoid the redundant *10 a.m. in the morning* or *12 noon* (*noon* or *midnight* alone are sufficient).

Examples: Devotional will be held at 11:05 a.m.

Come at 4 p.m. for free food!

See also *time*.

**Andersen** Formerly Arthur Andersen, Andersen was one of the Big Five accounting firms. The name change was announced 5 March 2001.

Example: Shortly after Andersen Consulting changed its name to Accenture, Arthur Andersen, the parent company with the rights to the name, simplified its name to Andersen.

See also *Accenture*; *Big Five*; *Big Four*.

**Army ROTC** In first references, use *BYU Army Reserve Officer Training Corps* or *Army ROTC*. In secondary references, you can use *ROTC*.

Note: ROTC cadets train throughout college to prepare for commissions as second lieutenants upon graduation. BYU's ROTC is administered through the Marriott School's Military Science Department, which offers a minor (but not a major) in military science.

See also *Military Science, Department of*.

**awards** Names of awards and prizes are capitalized, but some terms used with names are not (*Chicago* 8.89).

Examples: Nobel Prize

Nobel laureate

Pulitzer Prize

Rhodes Scholarship

*but*

Rhodes scholar

BYU awards: Excellence in Teaching Award

Alumni Service to Family Award

Distinguished Service Award

Honorary Alumni Award

Karl G. Maeser Excellence in Teaching Award

## B

**Ballard Center for Economic Self-Reliance** Always hyphenate *Self-Reliance* when referring to the center and capitalize the *R*. In first references, *Ballard Center for Economic Self-Reliance* is preferred but the full name, *Melvin J. Ballard Center for Economic Self-Reliance*, may also be used. Whichever name is used, make sure to maintain consistency within the same publication. In secondary references, use *the Ballard Center* or simply *the center*. Do not rearrange the name of the center, such as *Ballard Economic Self-Reliance Center*.

Example: The mission of the Ballard Center for Economic Self-Reliance is to bring practitioners, scholars, and the community together to help families throughout the world become economically self-reliant. The center was named after Melvin J. Ballard in 2010.

See also *centers*.

**Big Five** This term is no longer used unless referring to the past.

See also *Big Four*.

**Big Four** *Big Four* refers to the four largest accounting and professional services firms: Ernst & Young, KPMG, PricewaterhouseCoopers, and Deloitte & Touche. According to *The New York Times* article on 27 December 2002, the fallout of Arthur Andersen shrank the Big Five to the Big Four.

Capitalize the *B* and *F* but not subsequent terms like *accounting firm*.

Example: Ernst & Young and other Big Four accounting firms felt that selling off their consulting branches was in their best interest.

**Bloomberg BusinessWeek** In October 2009 media conglomerate Bloomberg LP bought *BusinessWeek* magazine from McGraw–Hill and in April 2010 redesigned and relaunched the magazine as *Bloomberg BusinessWeek*. Quotations from and references to these publications should reflect this change. Do not italicize the company name of Bloomberg except when part of the title of *Bloomberg BusinessWeek*.

**B-school** See *Marriott School of Management*.

**building** Do not capitalize *building* or other words such as *avenue, boulevard, bridge, church, fountain, hotel, park, room, square, street, or theater* unless as part of an official or formal name. Avoid the abbreviation *bldg*.

Examples: The N. Eldon Tanner Building, completed in early 1983, is the first Brigham Young University academic building to be financed completely by contributions. The building was renovated in 2008.

The information session was held in room 208 of the Tanner Building. The room was full of people.

**Business Management, Department of** When preceded by *BYU* or *Marriott School*, capitalize and include *of*. In all other references, lowercase and use *business management department* or simply *the department*.

Example: The BYU Department of Business Management is located on the sixth floor. The business management department is a part of the Marriott School. The department has a number of professors who publish in top journals.

See also *departments*.

**business school** See *Marriott School of Management*.

**BusinessWeek** See *Bloomberg BusinessWeek*.

**BYU–Idaho** Use an en dash.

**BYU–Hawaii** Use an en dash.

## C

**centers** Capitalize *center* in official titles but not in secondary references (*Chicago* 8.73).

Example: The Rollins Center for Entrepreneurship and Technology will be sponsoring the event.

The center has sponsored five events this year.

See also *Ballard Center for Economic Self-Reliance; Rollins Center for Entrepreneurship and Technology; Steven and Georgia White Business Career Center; Whitmore Global Management Center*.

**century** Particular centuries are spelled out and lowercased (*Chicago* 9.36).

Example: Sustainability is a hot topic for twenty-first-century businesses.

The twentieth century seems so long ago.

**chapter** See *Management Society*.

**chief officers** When referring to the chief officers of an organization in headlines, titles, and text, spell out first references to all titles except *CEO*. After the first reference, the acronyms of other titles may also be used.

Example: Appointed chief information officer in 1980 by the CEO and president of his company, Johnson was the most senior CIO at the conference.

**church** The official name of the church that sponsors Brigham Young University is *The Church of Jesus Christ of Latter-day Saints*.

#### CAPITALIZATION:

Lowercase *church* when used as a modifier, as in *church leaders* or *church activities*. When used with *LDS*, however, capitalize as *LDS Church leaders*, etc.

**CHURCH TERMINOLOGY:** The following list includes commonly used church-specific terms and their proper spelling and capitalization.

- 112th Annual General Conference
- 145th Semiannual General Conference
- April 2010 general conference
- April general conference
- churchwide
- Cub Scout leader
- deacons quorum president
- elders quorum president
- family home evening
- General Authority
- general conference
- high councilor
- high priests group leader
- nonmember
- non-Mormon
- Scouting program
- Scoutmaster
- stake president
- Young Men president (*not* Young Men's president)

**HISTORY:** The name of the church was given by revelation from God to Joseph Smith in 1838. While the term *Mormon Church* has long been publicly applied to the church as a nickname, it is not an authorized title, and the church discourages its use.

**USAGE:** In first references, the full name of the church is preferred. In *Marriott Alumni Magazine*, however, *LDS Church* in first references is acceptable.

When referring to church members, *Latter-day Saints* is preferred, though *Mormons* is acceptable.

*Mormon* is correctly used in proper names such as *the Book of Mormon*, *Mormon Tabernacle Choir* or *Mormon Trail*, or when used as an adjective in such expressions as *Mormon pioneers*.

The term *Mormonism* is acceptable in describing the combination of doctrine, culture, and lifestyle unique to The Church of Jesus Christ of Latter-day Saints.

When referring to people or organizations that practice polygamy, the terms *Mormons*, *Mormon fundamentalist*, *Mormon dissidents*, etc. are incorrect. The *AP Stylebook* notes: “The term *Mormon* is not properly applied to the other . . . churches that resulted from the split after [Joseph] Smith’s death” (*AP Stylebook*, “Church of Jesus Christ of Latter-day Saints, The”).

**CIBER** The acronym stands for Centers for International Business Education and Research. Since 2002 the Marriott School’s Whitmore Global Management Center has been designated by the U.S. Department of Education as a CIBER.

Examples: As a CIBER the Whitmore Global Management Center works toward internationalizing the Marriott School.

The Whitmore Center, which is part of the CIBER network of schools, sponsors many programs with an international focus.

See also *Whitmore Global Management Center*.

**class titles** Lowercase class titles when followed by *class*. Capitalize a class title when it stands alone, is followed by a numeral, or includes a proper noun.

Examples: I am really struggling with my introduction to accounting class.

I am really struggling with Introduction to Accounting.

The internet marketing class is very popular.

Internet Marketing 101 is a very popular class.

I am taking a Shakespeare and an English class this semester.

**co** Retain the hyphen when forming nouns, adjectives, and verbs that indicate occupation or status. The examples below include several exceptions to the dictionary for the sake of consistency.

Examples: co-author

co-chairman

co-defendant

co-host

co-owner

co-partner

co-pilot

co-respondent (in a divorce suit)

co-signer

co-star

co-worker

Use no hyphen in other combinations.

Examples: coed

coeducation

coequal

coexist

coexistence

cooperate

cooperative

coordinate

coordination

*Cooperate*, *coordinate* and related words are exceptions to the rule that a hyphen is used if a prefix ends in a vowel and the word that follows begins with the same vowel (*AP Stylebook*, “co-

”).

**Computerworld** When writing the name of the popular magazine, write it as one word, capitalize the *C* but not the *W*, and italicize it.

Example: A recent job satisfaction survey was published by *Computerworld*.

**comma in a series** Place a comma after the last element in a list of two or more items.

Example: Students came from Japan, China, and Korea.

**conference** The term should be capitalized only if it is part of an official title.

Example: The eighth annual Management Conference was a success. The conference had more participants than ever before.

See also *church*.

## D

**dashes** There are several different kinds of dashes that differ in length and use.

1. Em dash (—): Use the em dash to denote a sudden break in thought that causes an abrupt change in sentence structure (*Chicago* 6.90).

Example: The anticipated result of this effort—and it is already proving to be correct—is that local students who take these courses will be in a stronger position to find meaningful employment.

Use the em dash to give emphasis or explanation (*Chicago* 6.88).

Example: MTC missionaries consume 167,000 gallons of milk—the entire production of a three-hundred-cow dairy.

2. En dash (–): Use the en dash to connect continuing, or inclusive, date, time, or reference numbers (*Chicago* 6.83).

Examples: 1968–72

pp. 38–45

10 a.m.–5 p.m.

John 4:3–6:2

May–June 1967

13 May 1965–9 June 1966

*but*

from 1968 to 1972 (*never* from 1968–1972)

from May to June 1967 (*never* from May–June 1967)

between 1968 and 1970 (*never* between 1968–70)

between 10 a.m. and 5 p.m.

The en dash is also used in place of a hyphen in a compound adjective when one of its elements is an open compound or when two or more of its elements are open or hyphenated compounds (*Chicago* 6.85).

Examples: the post–World War II years

a hospital–nursing home connection

*but*

non-English-speaking peoples

3. Hyphen (-): Use the hyphen to separate numbers that are not inclusive, such as telephone numbers and social security numbers (*Chicago* 6.82).

Example: He can be reached at (801) 387-3224.

Use the hyphen for compound words and in word division. Refer to the *Merriam-Webster's Dictionary* to check which words require hyphenation (*Chicago* 5.92–93, 6.81, 7.90).

Examples: He was once a three-term governor.

We must look ahead as we move into the twenty-first century.

Place a hyphen before the noun that the following compound adjectives modify:

*all-* (*all-inclusive study* but *study that is all inclusive*)

*full-* (compound adjectives only: *full-length mirror* but *the mirror is full length*)

*upper-*, *lower-*, *mid-*, etc. (some exceptions: *highland*, *midlife*, *lowbrow*)

*quasi-* (adjectives only: *quasi-legislative* or *quasi-judicial*)

*self-* (but not *self* plus a suffix: *self-supported* vs. *selfless*)

*-century* (adjectives only: *fifth-century* but *the fifth century*)

Place a hyphen in established clichés.

Examples: up-to-date

over-the-counter

When a prefix stands alone, add a hyphen (*Chicago* 7.89).

Example: The atrium is both over- and underused by the students.

**data** Although *data* has traditionally been categorized as a plural noun, it is acceptable to use a singular verb with *data*.

Example: The data is conclusive.

**dates** The preferred style is day-month-year with no internal punctuation (*Chicago* 6.46).

Examples: The conference will begin on 28 August 1999.

Students participated from 27 April to 5 June.

When a period of time is identified by month and year, no internal punctuation is necessary or appropriate.

Example: The next alumni board meeting will be in March 2002.

When a day is mentioned without a month or year, the number is usually spelled out.

Example: By the twenty-fifth, everyone had left town.

If a year is abbreviated, the first two digits are replaced by an apostrophe (’), not an opening single quotation mark (‘).

Examples: They celebrated at the Days of ’47 parade.

The MBA Class of ’11 sponsored the event.

**decades** Decades should be spelled out (as long as the century is clear) and lowercased (*Chicago* 9.37). If numerals are used, do not include an apostrophe between the numerals and s.

Examples: I lived through the nineties.

We studied the 1920s and 1930s last semester.

**departments** Capitalize *department* when it is preceded by *BYU* or *Marriott School*.

Lowercase *department* and the department name in all other references (*Chicago* 8.73).

Examples: The Marriott School Department of Finance will be moving its office next door. The finance department has several new faculty members this year. The department’s newest faculty member is Bob Smith. “We are excited to have him,” says finance department chair Steve Thorley.

See also *Accountancy, School of; Aerospace Studies, Department of; Business Management, Department of; Finance, Department of; Information Systems, Department of; majors; Military Science, Department of; Organizational Leadership and Strategy, Department of; Recreation Management and Youth Leadership, Department of.*

**different from, different than** In general, the preferred usage is *different from*. However, *different than* is preferred when a clause follows *than* and in elliptical constructions (*OED* p. 341).

Examples: She is not afraid to be different from everyone else.

My idea of a good grade is different from his.

Things are different than they used to be.

This semester was no different than last semester had been.

He drives a different make than [the car that] I drive.

**dot-com** Always write this term in two words with a hyphen. It can be used as an adjective or a noun. When in a title, capitalize both *dot* and *com*.

Example: A large number of students went to work for dot-coms. The dot-com boom of the nineties was bound to crash.

It is generally unnecessary to include the *.com* suffix for web-based companies like Amazon and eBay. However, *.com* should be included when referring to a specific domain name.

Example: Amazon has quickly become the world's most influential online retailer. Its new web site, amazon.com/giftcards, is making news.

See also *URLs*.

## E

**e-business** Use a lowercase *e* and *b* and a hyphen except when beginning a sentence (*E-business*) or in a headline (*E-Business*). Follow the same rule with similar words, such as *e-commerce* and *e-book*.

**email** Use a lowercase *e* and no hyphen.

Example: The Alumni Association is preparing to launch a lifetime, web-based email system that could be used by all BYU graduates.

For email addresses, lowercase everything. Avoid underlining emails since underscores can be difficult to distinguish.

Example: My email is style\_guide@byu.edu.

**Executive MBA** In first references, use *Executive MBA*. In secondary references, use *EMBA*.

**Executive MPA** In first references, use *Executive MPA*. In secondary references, use *EMPA*.

## F

**faculty** *Faculty* is used as a plural noun meaning “the teaching and administrative staff in an educational institution.”

Example: Most of the faculty prefer to use hardback books rather than online texts.

Example: The faculty collaborate in their teaching to highlight key concepts that bridge multiple disciplines and streamline the learning process.

**Finance, Department of** When preceded by *BYU* or *Marriott School*, capitalize and include *of*. In all other references, lowercase and use *finance department* or simply *the department*.

Example: The BYU Department of Finance is located here. The finance department is a part of the Marriott School. The department is great.

See also *departments*.

**Fortune 500** Use a capital *F* and the number *500*.

Example: General Electric, a Fortune 500 company, announced plans to merge with Honeywell.

**fund-raising** Hyphenate.

## H

**headlines** Use the headline style of capitalization (rather than sentence style) for headlines (*Chicago* 8.167). Use the following rules as a guide:

1. Always capitalize the first and last word.
2. Lowercase the articles *the*, *a*, and *an*.
3. Lowercase prepositions, regardless of length, except when they are stressed (*A River Runs Through It*), are used adverbially or adjectivally (*Look Up, Turn Down, The On Button*), or are used as conjunctions (*Look Before You Leap*).
4. Lowercase the conjunctions *and*, *but*, *for*, *or*, and *nor*.
5. Lowercase *to* and *as* in any grammatical function.

For guidelines on how to capitalize hyphenated compounds, refer to *Chicago* 8.170.

**health care** *Health care* is two words, unless it's part of a proper noun that uses *healthcare*.

## I

**Information Systems, Department of** When preceded by *BYU* or *Marriott School*, capitalize and include *of*. In all other references, lowercase and use *information systems department* or simply *the department*.

Example: The BYU Department of Information Systems is located here. The information systems department is a part of the Marriott School. The department is great.

If an abbreviated term is needed, particularly in headlines, use *ISys*. The abbreviation *I Sys* is only appropriate when referring to course titles. Do not use *IS* or *Info Sys*.

See also *departments*.

**institutes** Capitalize *institute* in official titles, but not in secondary references (*Chicago* 8.73).

Example: In 1976 the BYU Institute of Retail Management was founded by American Stores. The institute has made many meaningful contributions to the school.

See also *Institute of Marketing*; *Peery Institute of Financial Services*; *Romney Institute of Public Management*.

**Institute of Marketing** Use *Institute of Marketing* in all references. In secondary references, *the institute* may also be used. The institute was founded in 1976 by American Stores as the Institute of Retail Management at BYU. In 1997 the institute changed its name and expanded to include retail sales and services as well as marketing.

**internet** Lowercase.

**italics** Italicize complete works, such as the titles of books, magazines, movies, and plays. Italics are also used to set apart foreign words, words that refer to themselves (*ain't* isn't a word), or exclamations. To emphasize a word or phrase, use italics rather than all caps.

Do not italicize punctuation that does not belong to the title or exclamation (*Chicago* 6.3).

Examples: *BusinessWeek's* rankings were fair.

Many editors admire *Wired Style*: it is both elegant and easy to use.

One of my favorite words is *peppy*; it always makes me smile.

Are you saying the wound was *self-inflicted*?

The professors authored *Boom Start: Super Laws of Successful Entrepreneurs*.

See also *magazine*.

## J

**JPEG, GIF, PDF** Always capitalize these file name acronyms unless using them as file extensions.

Examples: Please submit photos as JPEG or GIF files and send text in PDF format.

The photo I have attached, vacation.gif, is in color.

**Jr., Sr.** Do not set these off with commas (*Chicago* 15.19).

## L

**login** Use *login* (and similar words like *logon* and *logoff*) as a closed compound when used as a noun, but use as two words in verb form (*AP Stylebook*, “login”).

Example: The login box is in the upper right corner of the screen. Go to the Alumni Association web site to log in and register today.

## M

**MAcc** Always prefix *MAcc* with *a* (*Chicago* 15.9).

Example: Earning a MAcc is no small feat.

Note: Students admitted to the MAcc program will receive both a BS in accountancy and a MAcc upon graduation.

See also *academic degrees and honors; majors; program*.

**magazine** For some magazines, it may be necessary to add *magazine* to the first reference of the title to ensure clarity. Do not capitalize or italicize *magazine* unless it is part of the official title.

Example: *Entrepreneur* magazine recently ranked the Marriott School twelfth in the nation in its annual undergraduate program review. The article, in the October 2006 issue of *Entrepreneur*, compiled rankings for both undergraduate and graduate programs.

See also *italics*.

**majors** Always lowercase majors unless they are proper nouns, such as languages. Use the following guidelines on how to refer to various Marriott School areas of study.

**MBA:** An MBA student’s major should generally be mentioned. The program offers majors in finance, marketing, supply chain management, product development, and organizational behavior and human resource management.

Example: Bob Smith is a second-year MBA student majoring in marketing.

**MPA:** An MPA student’s emphasis does not need to be mentioned. The program offers emphases in local government management, financial and management analysis, human resource management, and nonprofit management.

**MAcc:** A student's MAcc emphasis does not need to be mentioned. The program offers emphases in tax and professional accountancy.

**BS Management:** A business management student's emphasis may be listed as his or her major. The program offers emphases in entrepreneurship, finance, general business, global supply chain, marketing, OBHR, and strategy.

Example: Bob Smith is a senior majoring in global supply chain.

Bob Smith is a senior majoring in business management with an emphasis in global supply chain.

**BS RMYL:** There are two majors: therapeutic recreation and leisure services management. Within the leisure services management major, there are four emphases: commercial, community, youth leadership, and outdoor recreation. Mention emphasis if possible.

**Note:** The EMBA, EMPA, MISM, BS accountancy, and BS information systems programs do not have majors, minors, or emphases.

See also *departments; minors*.

**MBA** Always prefix MBA with *an* (*Chicago* 15.9).

Example: She earned an MBA in 1983 from the Marriott School of Management. She learned a lot from the MBA program.

See also *academic degrees and honors; majors; program*.

**Management Society** Use *BYU Management Society* in first references. Use *the Management Society* or simply *the society* in secondary references. Capitalize *Chapter* when referring to a specific chapter but lowercase when used in general references.

Example: Many alumni and friends of the school have joined the Management Society. The society was established in 1977.

The Denver, Colorado, Chapter was founded in May. The chapter already has fifty members.

**Marriott Alumni Magazine** The Marriott School's alumni magazine was named *Exchange* until June 2001 when it was renamed *Marriott Alumni Magazine*. Quotations from and references to these publications should reflect this change. *Marriott Alumni Magazine* should be spelled out in first reference, but may be referred to as *MAM* in subsequent references.

Example: *Exchange* reported the happenings of the business school professionally for more than two decades. *Marriott Alumni Magazine* continues this great tradition.

**media, medium** When *medium* refers to any physical material used to store data, such as DVD, disk, tape, or paper, the plural noun is *media*, which takes a plural verb. When *medium* refers to those who claim to commune with the dead, the plural noun is *mediums*.

Examples: The best medium for this project is the internet.

The media used for this project are very fitting.

The term *media* (or *mass media*), when it is used to refer to the collective group of newspapers, magazines, radio, television, motion pictures, and the internet, has a singular connotation and may take a singular verb.

Example: Today's media is quickly becoming overwhelming.

**microenterprise** Always use as one word and lowercase the *e*. The term *microenterprise* is preferred over *microfinance*. If *microfinance* is part of an official title then it should remain so.

**Military Science, Department of** When preceded by *BYU* or *Marriott School*, capitalize and include *of*. In all other references, lowercase and use *military science department* or simply *the department*.

Example: The BYU Department of Military Science is located here. The military science department is a part of the Marriott School. The department is great.

See also *Army ROTC*; *departments*.

**minors** Always lowercase minors unless they are proper nouns, such as languages. Minors are rarely mentioned unless they directly pertain to an article. Minors offered in the Marriott School are listed below.

**MBA:** The program offers minors in entrepreneurship, international business, global management (certificate), social innovation, information systems, and strategy.

**MAcc:** The program offers a minor in accounting information systems.

**BS Management:** The program offers minors in management and strategy.

**Army ROTC (Department of Military Science):** The program offers a minor in military science.

**Air Force ROTC (Department of Aerospace Studies):** The program offers a minor in aerospace studies.

**Note:** The EMBA, EMPA, MISM, BS accountancy, and BS information systems programs do not have majors, minors, or emphases.

See also *departments*; *majors*.

**more than** Use *more than* when referring to amounts and *over* when referring to spatial relationships.

Examples: We traveled over the river and through the woods.

The company earned more than \$2 billion last year.

## N

**non** Words preceded by *non* typically don't use hyphens, unless the following word is a proper noun. Refer to *Merriam-Webster Dictionary*.

Examples: nonprofit

noncommittal

non-American.

**numbers** Refer to *Chicago* 9.1–71 for detailed guidelines.

**CARDINAL NUMBERS:** Spell out the following:

—Whole numbers from one through one hundred (*Chicago* 9.3).

Examples: There are forty-three students in the MPA Class of 1999.

The three new parking lots will provide space for 540 more cars.

This will still be standing one hundred years from now.

—Any of the whole numbers that are followed by *hundred*, *thousand*, *hundred thousand*, *million*, and so on (*Chicago* 9.4).

Example: The lecture hall can seat up to four hundred students.

—Any number that begins a sentence (*Chicago* 9.5). Often a sentence may need to be recast to avoid awkwardness.

Examples: Two hundred and forty-three students attended the training seminar.

One hundred ten men and 103 women will receive advanced degrees this quarter.

Note that specific numbers like *twenty-one*, *thirty-nine*, *forty-seven* and so on are hyphenated, whether used alone or as part of a larger number.

Examples: At age twenty-six he was the youngest CEO to ever head the company.

Nineteen eighty-three was the year the Tanner Building was dedicated.

When spelled-out numbers would cluster thickly in a sentence or paragraph, it may be better to use numerals.

Example: The ages of the eight members of the city council are 69, 64, 58, 54 (two members), 47, 45, and 35.

Use numerals with *million* and *billion* when referring to specific quantities (*AP Stylebook*, “millions, billions”).

Examples: Total membership should rise to 11.2 million by the end of this year as we usher in the new millennium and should reach at least 18 million by 2020.

*but*

I’d like to make a billion dollars.

**MILITARY UNITS:** Spell out numerals of one hundred or less designating military subdivisions (*Chicago* 9.52). When numerals are used do not use a superscript for *st*, etc.

Examples: Seventy-Seventh Regiment

101st Airborne Division

323rd Fighter Wing

Third Battalion, 134th Artillery

Twelfth Armored Division

**MONEY:** Spell out whole numbers one through one hundred. If the number is spelled out, so is the unit of currency, and if numerals are used, \$ or ¢ is used (*Chicago* 9.23).

Examples: The fare has been raised to twenty-five cents.

The committee raised a total of \$325.

Hundreds of collectors paid five dollars each to attend the annual event.

**ORDINAL NUMBERS:** The rule for cardinal numbers applies to ordinal numbers (*Chicago* 9.8).

Examples: The students placed second, third, and fourth in a Java programming contest during the conference.

The Marriott School was ranked twenty-fifth for this particular category.

You are the 255th student to ask me that question.

She was the thousandth customer and won the prize.

**PERCENTAGES:** Spell out the word *percent* in text. It is acceptable to use the symbol % if numerous percentages are being listed in a text or if used in tables or graphs (*Chicago* 9.19).

Examples: The activity level increased by 4.5 percent in one year.

Reactivation increased 17% in Chile, 14% in Bolivia, 18% in Brazil, and 16% in Argentina.

**PLURALS:** The plurals of spelled-out numbers are formed like the plurals of other nouns. The plurals of numerals are formed by adding *s* alone. (*Chicago* 9.58).

Examples: The students were in their twenties and thirties.  
Among the scores were two 240s and three 238s.  
The 1980s and 1990s have seen great technological developments.

## O

**OBHR** Acronym for organizational behavior and human resources. Do not use a slash (/) between *OB* and *HR*. It is usually not necessary to spell out the acronym.

**office** Do not capitalize unless part of an official title (*Chicago* 8.73; *AP Stylebook*, “office”).

Examples: MBA office  
Marriott School Undergraduate Programs office  
external relations office  
*but*  
Deans Office (*not* Dean’s or Deans’ Office)  
the Office of Management and Budget

**online** Do not capitalize, and use as one word with no hyphen.

Example: Candidates can apply online for admission to the MBA program.

**Organizational Leadership and Strategy, Department of** When preceded by *BYU* or *Marriott School*, capitalize and include *of*. In all other references, lowercase and use *organizational leadership and strategy department* or simply *the department*.

Example: The BYU Department of Organizational Leadership and Strategy is located here. The organizational leadership and strategy department is a part of the Marriott School. The department is great.

Avoid the abbreviation *OLS*.

See also *departments*.

**over** See *more than*.

## P

**Peery Institute of Financial Services** In first references, *Peery Institute of Financial Services* is preferred but the full name, *H. Taylor Peery Institute of Financial Services*, may also be used. Whichever name is used, make sure to maintain consistency within the same publication. In secondary references, use *the Peery Institute* or simply *the institute*.

Example: The Peery Institute of Financial Services was founded and named in 2001.

See also *institutes*.

**PricewaterhouseCoopers** In first references, use *PricewaterhouseCoopers*. The Big Four accounting firm was formed in 1998 when Pricewaterhouse and Coopers & Lybrand merged. Avoid the abbreviation *PwC*.

Examples: Though both Pricewaterhouse and Coopers & Lybrand were begun in London, their founders never foresaw that PricewaterhouseCoopers, the company formed in the 1998 merger, would have nine offices in London alone by the year 2000.

**possessives ending with the letter s** Use *s’* instead of *s’s*.

Examples: James Jones’ company is very cutting-edge.

James' family is nice.  
The Smiths' house is decorated lavishly.

**program** Do not capitalize (*Chicago* 8.2). The only exception within the school is *Mentor Program*.

Example: The school's Master of Accountancy program is highly ranked.

## R

**Recreation Management and Youth Leadership, Department of** When preceded by *BYU* or *Marriott School*, capitalize and include *of*. In all other references, lowercase and use *recreation management and youth leadership department*, *RMYL department* or simply *the department*.

Example: The BYU Department of Recreation Management and Youth Leadership is located here. The RMYL department is a part of the Marriott School. The department is great.

Note: The RMYL department transferred to the Marriott School from the College of Health and Human Performance in August 2009.

See also *departments*.

**references to people** Use full name in first references. On following references, use the last name only, or use personal pronouns *he*, *she*, *his*, or *her*.

**résumé** Accent marks above both *e*'s are preferred.

**Rollins Center for Entrepreneurship and Technology** In first references, *Rollins Center for Entrepreneurship and Technology* is preferred but the full name, *Kevin and Debra Rollins Center for Entrepreneurship and Technology*, may also be used (use *and*, not *&*). Whichever name is used, make sure to maintain consistency within the same publication. In secondary references, *the Rollins Center* is preferred but *CET* is also acceptable.

Example: The Rollins Center for Entrepreneurship and Technology was created in February 2009 after the merging of the Rollins eBusiness Center and the Center for Entrepreneurship. The Rollins Center promotes a variety of events throughout the year.

See also *centers*.

**Romney Institute of Public Management** In first references, *Romney Institute of Public Management* is preferred but the full name, *George W. Romney Institute of Public Management*, may also be used. Whichever name is used, make sure to maintain consistency within the same document. In secondary references, use *the Romney Institute* or simply *the institute*.

Example: The Romney Institute of Public Management was named in 1998 and directs the Marriott School's master of public administration degree.

See also *departments*; *institutes*.

## S

**school** See *Marriott School of Management*.

**School of Accountancy** Always capitalize. Do not use *School of Accounting*. Avoid the awkward juxtaposition of *the Marriott School School of Accountancy*; if necessary, use *BYU School of Accountancy*.

Example: Kevin D. Stocks, director of the School of Accountancy, commented on the award. See also *accounting, accountancy; departments*.

**September 11** The term *September 11* is preferred when referring to the day characterized by the terrorist attacks in New York, Washington, and Pennsylvania in 2001. The term *9/11* is an acceptable abbreviation. When not referring to the historic day, follow the international date standard: day-month-year (11 September 2001).

Examples: the events of September 11

the September 11 tragedy

When a day alone is mentioned, spell the ordinal number out.

Example: The tenth will always be important, even as it stands in the shadow cast by the eleventh.

**spacing** Place only one space after periods and all other punctuation marks.

**states and cities** No state is needed when the following cities are mentioned (*AP Stylebook*, “datelines”).

Atlanta  
Baltimore  
Boston  
Chicago  
Cincinnati  
Cleveland  
Dallas  
Denver  
Detroit  
Honolulu  
Houston  
Indianapolis  
Las Vegas  
Los Angeles  
Miami  
Milwaukee  
Minneapolis  
New Orleans  
New York  
Oklahoma City  
Philadelphia  
Phoenix  
Pittsburgh  
**Provo**  
St. Louis  
Salt Lake City  
San Antonio  
San Diego  
San Francisco

Seattle  
Washington

**Steven and Georgia White Business Career Center** In first references, the full name, *Steven and Georgia White Business Career Center*, is preferred but *Marriott School Business Career Center* may also be used. Whichever name is used, make sure to maintain consistency within the same publication. In secondary references, use *the Business Career Center* or simply *the career center*. Do not use *White Business Career Center*.

Example: The Steven and Georgia White Business Career Center offers employers a seamless recruiting system. Many students visit the career center for help with job placement.

See also *centers*.

## T

**Tanner Building** In first references *Tanner Building* is appropriate but the full name, *N. Eldon Tanner Building*, may also be used. In general references, lowercase as *building*. *TNRB* may be used when attached with a specific room number. Avoid the abbreviation *Tanner Bldg*.

Examples: Please submit your application to 390 TNRB by 5 p.m.

The reception will be held in the Tanner Building this evening.

Capitalize all words in *Tanner Building Addition*.

**The Princeton Review** Do not italicize unless part of a publication title; always capitalize *The*. The Princeton Review is an education services company known for its test-prep courses, education programs, and graduate school guidebooks. The Princeton Review is not affiliated with Princeton University and is not a magazine.

Example: The Marriott School is one of the top twenty-five colleges for students looking to start their own business, according to rankings published by *Entrepreneur* magazine and The Princeton Review.

**time** Times of day should be referred to with numerals. In pieces that use *o'clock* in the text, numbers are always spelled out. Never use *12 a.m.* or *12 p.m.* since they can be misinterpreted; use *midnight* or *noon* instead.

Examples: The directors expected the meeting to continue until 3:30 p.m.

The library closes at midnight on weekdays.

See also *a.m.*, *p.m.*

## titles

**CAPITALIZATION:** Civic, military, religious, and professional titles and titles of nobility are capitalized when they immediately precede a personal name and are thus used as part of the name (usually replacing the title holder's first name). Titles are lowercased when following a name, used as an apposition, or used in place of a name (*Chicago* 8.21; *Copyeditor's Handbook*, p. 154).

Examples: Last month Dean Cornia announced the change.

Last month the dean announced the change.

Last month the Marriott School dean announced the change.

Last month Marriott School dean Gary Cornia announced the change.

Last month Gary Cornia, dean of the Marriott School, announced the change.

Terms denoting student status are lowercased (*Chicago* 8.32).

Examples: freshman Bob Smith

Bob Smith, first-year MBA student

The title is also capitalized if it refers to more than one name.

Examples: Mayors Cermak and Walker

Professors Meek and Dyer

Among professional titles, named academic professorships and fellowships are usually capitalized wherever they appear, especially if they are accompanied by a personal name (*Chicago* 8.31, 8.33).

Examples: Mary M. Warren, Alfred R. Wellman Distinguished Service Professor

Arthur M. Trouville, Wellington Kingsley Professor Emeritus

Margaret J. O'Neal, professor emerita

**PUNCTUATION:** Use commas to set off words identifying a title or position following a person's name.

Example: W. Steve Albrecht, associate dean of the Marriott School, was honored as Accountant of the Year by Beta Alpha Psi, a national professional accounting and business information fraternity.

## U

**university** Do not capitalize unless part of BYU's official title, Brigham Young University.

Example: Colonel Reid Grawe is commander of the Brigham Young University Army Reserve Officer Training Corps Battalion. He joined the university in June 1999.

**URLs** In most cases, do not include *http://* or *www* before a web site. These designations are no longer necessary. When used with other contact information—phone, fax, and email—*web* is preferred.

Example: External Relations Office

Phone: (801) 422-7696

Fax: (801) 422-0501

Web: marriottschool.byu.edu

**LINE BREAKS:** If a URL needs to be broken at the end of a line, the break should be made *after* a double slash (//) or a single slash (/); *before* a tilde (~), a period, a comma, a hyphen (-), an underscore (\_), a question mark, a number sign, or a percent symbol; or *before or after* an equals sign or an ampersand (&). A hyphen should never be added to a URL to denote a line break (*Chicago* 6.17, 7.44, 17.11).

Examples:

marriottschool

.byu.edu

marriottschool.byu.edu/

styleguide/

marriottschool.byu.edu/marriottmag/fall09/features/feature

07.cfm?page\_number=2

<http://marriottalumni.byu.edu/s/1085/business>

-start.aspx?gid=2&pgid=61

**PUNCTUATION:** If a URL ends a sentence, include a period after the URL. Do not set off a URL with angle brackets or quotes.

Example: Visit us on the web at marriottschool.byu.edu.

See also *dot-com*.

***U.S. News & World Report*** When spelling out the entire name of the popular magazine, there is no space between *U.S.* and *News* and the entire name is italicized. When referring to the publication simply as *U.S. News*, there is a space between the two words and italics are not used.

Examples: *U.S. News & World Report* is a weekly national newsmagazine devoted largely to reporting and analyzing national and international affairs, politics, and business.

*U.S. News* is available online at usnews.com.

## V

**vice president** Spell out and lowercase in first references. In secondary references, *VP* may be used.

Example: Thomas Jones, vice president, was trained by the company's president.

## W

***The Wall Street Journal*** Italicize the entire name including *The* with the *T* capitalized. Subsequent reference to the publication as *the journal* should not be italicized or capitalized.

Example: The Marriott School was recently named one of *The Wall Street Journal's* ten "hidden gems." The journal went on to explain the benefits of the program.

**Washington, D.C.** Place periods and no spaces between the *D* and *C*. Enclose *D.C.* in commas (*Chicago* 15.31).

Example: Dr. Steven Johnson was invited to Washington, D.C., to speak at an entrepreneurship conference.

**web** Lowercase in all references, except when used as proper nouns and at the beginning of sentences.

Examples: I like to surf the web in my spare time.

He was hired to be a programmer for Johnson Web Design, Inc.

The creation of the World Wide Web is attributed to Tim Berners-Lee.

**web site** Use as two words and lowercase *web* and *site*.

Example: The Marriott School launched its new web site in August 1999.

**Whitmore Global Management Center** In first references, *Whitmore Global Management Center* is preferred but the full name, *Kay and Yvonne Whitmore Global Management Center*, may also be used (use *and*, not *&*). Whichever name is used, make sure to maintain consistency within the same publication. In secondary references, use *the Whitmore Center* or simply *the center*. Also, *GMC* may be used in email and URL addresses.

See also *centers*; *CIBER*.