

College name

- The University of Georgia Terry College of Business on first reference if using for a university-wide audience; The Terry College of Business for internal Terry audiences. On second reference, the Terry College (with the) and Terry is acceptable. The official name of the college is the C. Herman and Mary Virginia Terry College of Business.

1912 Society

- A roster of supporters who have sustained annual gifts for at least three consecutive years.

A

abbreviations

- For companies, associations, organizations, etc., use the official name on first reference.
- Avoid using acronyms and initialism used only within the internal UGA community when writing for an external audience. An abbreviation, initialism or acronym may be used if its meaning will be clear to the reader (MBA, FBI, CIA, NCAA).
- For all usages, the University of Georgia should be abbreviated as UGA on second reference.
- With place names, abbreviate St. (St. Simons Island) but spell out Fort (Fort Lauderdale) and Mount (Mount Pleasant).

academic degrees

- The preferred form for degrees is to avoid abbreviation. However, if it is necessary or appropriate to list the degrees an individual has earned, abbreviations are acceptable — often, for the reader’s sake, advisable.
- Use apostrophes when writing bachelor’s and master’s degrees; do not use the genitive when naming the full degree (a Bachelor of Business Administration degree is a bachelor’s degree). Doctorate is a noun; doctoral is the adjective: you may have a doctorate, or a doctoral degree, but not a doctorate degree.
- When academic degrees are referred to in general terms, they are not capitalized.
- In alumni publications, to save space, it is acceptable to omit the periods in abbreviated degrees in a class notes section (MBA ’87). In some settings, such as marketing publications, the periods may be omitted as long as it is done consistently for all degrees; “MBA,” in particular, is often written without periods.
- For alumni who have earned a dual degree from UGA, use the slash mark (“/”) between the degrees: Joan Smith (BBA/MAcc ’14).
- Note that when the “19” or “20” is omitted from a written year, an apostrophe is used to indicate the contraction: ’87. Many word-processing programs will incorrectly insert a single open-quotation mark, which the writer must manually replace.
- The following list includes frequently used abbreviations for academic degrees and professional and honorary designations at Terry:

AB, Bachelor of Arts

BBA, Bachelor of Business Administration

EMBA, Executive Master of Business Administration

MA, Master of Arts

MAcc, Master of Accountancy

MBA, Master of Business Administration

MBT, Online Master of Business and Technology

MMR, Master of Marketing Research

MSBA, Master of Science in Business Analytics

PMBA, Professional Master of Business Administration
PhD, Doctor of Philosophy

academic honors

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

accounting, accountancy

- The term accountancy should be used when referring to the graduate degree (Master of Accountancy). In all other situations, use accounting.

acronyms

- Acceptable on second and subsequent references if given in parentheses after first spelled out. The acronym in parentheses may be omitted if the second reference occurs in the same paragraph or soon after the spelled-out name.
- Acceptable without first spelling out if initials are widely recognized (e.g., MBA, CEO, SAT, NCAA, HMO, NASA, FBI).
- Do not put in parentheses after a first spelled out use if the organization is never mentioned again.

addresses

- In running text, spell out North, South, East, West before the street name, Street, Avenue, Road, Drive, Boulevard, and the like.
- State names should be spelled out in running text but may be shown as postal abbreviations in bibliographies, lists, and mailing addresses.
- Use official names of offices (Office of the Provost, not Provost's Office).

Terry College addresses generally follow this order:

Terry College of Business
name of department/school
room number, building name, street address
Athens, Georgia 30602

administration

- Do not capitalize "administration" within text, e.g., "The administration determined to eliminate breaks from the workday."

adviser/advisor

- It's "adviser" in general use in journalistic writing. When referring to someone who advises in an academic setting, use "advisor."

advisory boards and councils

- The Terry College has three college-wide boards and seven boards for Terry programs and departments. They are Terry Dean's Advisory Council, Alumni Board, Young Alumni Board, MBA Advisory Board, MIS Advisory Board, MMR Advisory Board, MSBA Advisory Board, Risk Management & Insurance Program Advisory Board, Supply Chain Advisory Board and Tull School Advisory Board.

ages

- Always use figures. If the age is used as an adjective or as a substitute for a noun, then it should be hyphenated. Don't use apostrophes when describing an age range. Examples: A 21-year-old student. The student is 21 years old. The girl, 8, has a brother, 11. The contest is for 18-year-olds. He is in his 20s.

alumnus/alumna/alumni/alumnae

- Masculine singular. Feminine singular form is alumna. Plural forms are alumni (masculine, or both masculine and feminine) and alumnae (feminine).
- In alumni newsletters, and often in other publications, we should note that a person attended the Terry College. Alumni are so noted by listing the degree (BBA, AB, MA, PhD) and the year of graduation in parentheses after the name: John Smith (BBA '08)

Alumni Awards & Gala

- Held in Atlanta in the last week of April, the annual black-tie event honors two Distinguished Alumni Award winners and one Outstanding Young Alumni Award.

Amos Hall

- Part of the Business Learning Community at the Terry College of Business, located at 620 South Lumpkin Street. Named in honor of Daniel P. Amos (BBA '73), chairman and CEO of Columbus-based Aflac, it houses auditoriums, Casey Commons, Rothenberger Cafe, Benn Capital Markets Lab, student team rooms, the Department of Finance and the Economics Department.

ampersand

- Use only when it is part of a company or an organization's formal name. Do not use in text to replace and.

apostrophes

- Do not use to form plurals (it should be 1940s, not 1940's) unless it would be confusing without (thus A's and B's, not As and Bs; p's, not ps).
- Possessives of singular nouns ending in s are formed by adding 's (e.g., Russ's dog).

Arch, the

- The symbolic entrance to North Campus is the Arch, singular and upper case.

Atlanta or Buckhead

- Location of the Terry Executive Education Center, both are acceptable when discussing location of the TEEC depending on context.

awards

- Names of awards, scholarships, and prizes are capitalized, but some generic terms used with the names are not.

B

Benson Hall

- Part of the Business Learning Community at the Terry College of Business, located at 630 South Lumpkin Street. Benson Hall is named for W. Howard Benson, son H.E. "Ed" Benson (BSC '42) and grandson Larry R. Benson (BBA '74). It houses classrooms, the Department of Management, the Department of Marketing, and the Department of Management Information Systems. Put the letter number C

Benn Capital Markets Lab

- Located in Amos Hall and home of the Student Managed Investment Fund.

Big Four

- Big Four refers to the four largest accounting and professional services firms: EY, KPMG, PwC, and Deloitte.

board of directors

- Capitalize board of directors when, on first reference, it is part of a proper name: the Athens Area Chamber of Commerce Board of Directors; use lower case when used alone or before the proper title: the board of directors of First National Bank.

Board of Regents

- The official title is Board of Regents of the University System of Georgia. Capitalize in formal use. The office, in Atlanta, is the University System office.

board of trustees

- Following the 2011 merger of the Arch Foundation for the University of Georgia and the University of Georgia Foundation, there is one Board of Trustees for the University of Georgia Foundation. On second and subsequent references, use trustees or board of trustees. Capitalize second reference for formal usage.

Business Learning Community

- Comprising six buildings and 300,000 square feet, the facility is home of the University of Georgia Terry College of Business. The six buildings are Amos Hall, Benson Hall, Correll Hall, Ivester Hall, Moore-Rooker Hall and Sanford and Barbara Orkin Hall.
- Do not refer to it as the BLC in copy.

C**C. Herman and Mary Virginia Terry College of Business**

- The full and formal name of the business college; use the Terry College of Business in all but the most formal writing.

C-suite, C-level

- Terms used to describe high-ranking executive titles, such as CEO, CFO, or chief information officer.

campus-wide

- An exception to the general rule of omitting the hyphen in “-wide” constructions.

capitalization

- The full, formal names of schools and colleges ARE capitalized. As a rule, official names are capitalized (Department of Marketing) and unofficial names are not (development office).
- Capitalize “schools” that are in fact units (departments or groups of departments) within a college or school: the J.M. Tull School of Accounting.
- Do not capitalize the field or program of study unless it is a proper name or contains one (e.g., English or American economics). Do not capitalize master’s, bachelor’s, or associate’s when used before the word “degree.” Use an apostrophe in all cases.
- The full, formal names of major administrative divisions, departments, and offices ARE capitalized. Use lower case on second reference: Development and Alumni Relations, the student affairs division.

- Capitalize the full, formal names of centers and institutes and lower case on second reference or in informal usage, when feasible: the Simon S. Selig Jr. Center for Economic Growth, the James C. Bonbright Center for the Study of Regulation.
- Capitalize the formal names of campus organizations and ongoing programs: Interfraternity Council, University Council.
- Named professorships are capitalized. Often the full title includes first names and middle initials of the donors; they may be omitted in normal use. On second reference, the field may often be omitted as well.
- Capitalize geographical areas and localities (the Midwest, New York City), government bodies (the US Congress, the Athens-Clarke County Commission), historical periods (the Depression, the Enlightenment), and registered trademarks (Xerox).
- Lowercase job titles (the chief executive officer, the sales manager); nouns used with numbers to designate chapters, rooms, pages, etc. (chapter 1, room 234, page 1,986); derivative adjectives (french fries); simple directions (the west coast of Michigan).

captions

- Use a caption if there's a person, place, or situation the reader is likely to want to identify.
- Use (left), (from left), or the like if there might be confusion about who's who in a photo.
- When captions are grouped instead of appearing by their respective images, start clockwise from top, from left, or the like, or use top left, bottom, or the like for each image.
- Do not include the obvious (e.g., The group is standing by the copy machine). Also, no one ever shares a laugh.

Casey Commons

- 5,000-square-foot student commons in Amos Hall

centers

- The names of centers are capitalized. Remember that acronyms and initialisms commonly used within a unit may not be appropriate or necessary for an external audience.
- On first reference in written publications for an external audience, preface the name of the center with "the University of Georgia" unless the full university name has been used earlier.

certificate

- The Terry College offers six specialized certificate programs: Actuarial Science, Entrepreneurship, FinTech, Legal Studies, Music Business and Personal and Organizational Leadership. Certificate is capitalized when describing the program: He earned Certificate in Legal Studies. She earned a Music Business Certificate.

chair

- As a leadership title (along with chairman, chairwoman, chairperson).
- A faculty member appointed to a named professorship is said to hold or occupy a chair. Any chair (any named professorship) can be called an endowed chair because it is supported by an endowment.

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. Include the abbreviations after spelled-out titles that are repeated later in the text. Example: CEO Jane Smith met with Chief Operating Officer Frank Jones.

cities

- Major US cities do not need state identifiers in running text, except cities of the same name in different states (e.g., Portland, Kansas City). See “states” for a partial list. Foreign cities commonly associated with a country do not need a country identification (e.g., London, Bangkok, Tokyo, Toronto).

course titles

- Capitalize a course title when it stands alone, is followed by a numeral, or includes a proper noun. Do not put them in quotation marks. Examples:

I am struggling with my Introduction to accounting class.

I am struggling with Introduction to Accounting.

The internet marketing class is popular.

Internet Marketing 1101 is a popular class.

- Abbreviate the department name of a course when it is followed by the course number: ACCT 1100.

coach, head coach

- Lowercase “coach” or “head coach” before or after the person’s name. example: head coach Kirby Smart

Coca-Cola Plaza

- The green oval space between Ivester Hall and Sanford and Barbara Orkin Hall

colleges and schools

- Capitalize the full, formal names of UGA schools and colleges. If the college is named after someone, include the honoree’s last name; first names and initials need be included only in the most formal settings, such as Honors Day or Commencement programs. Where possible, use full names on first reference and informal names thereafter. See entries for the individual colleges and schools for specific second references.
- On first reference in written publications for external audiences, preface the name of the school or college with “the University of Georgia” unless the full university name has been used earlier. On second reference, informal names (law school, education college, veterinary college) are lower case.

comma

Commas are used to prevent confusion in meaning. Commas also separate independent clauses that are joined by coordinating conjunction including: and, but, for, or, nor, so, yet. For example, The game was over, but the crowd refused to leave.

- Do not use the serial comma (aka the Oxford comma). In other words, don't use a comma before “and” in a series of objects or adjectives. Example: We want to go to the park, the zoo and the movies.
- Use commas to separate parts of geographical places. Example: Have you visited Miami, Florida?
- Use commas in a sentence to set off clauses, phrases, and words that are not essential to the meaning of the sentence.
- Use a comma to introduce a quote, e.g., Sally said, “I won’t go.” However, use a colon to introduce a long quotation.
- Refer to AP Stylebook for further direction on use of commas.

Commencement

- Upper case the formal ceremony; lower case for generic usage: Undergraduate Commencement will be held in Sanford Stadium. UGA held three commencements each year from 2000 until 2015.

committee

- Capitalize the full names of committees that are part of formal organizations: the Educational Affairs Committee of University Council. Use lower case for shortened and informal versions of committee names: The University Council committee on academic honesty will meet Tuesday.

company names

- If “The” is part of the formal company name it should be included. For example: The Coca-Cola Co.
- Use Co. or Cos. when a business uses either word at the end of its proper name: Ford Motor Co., United Tandem Bicycle Cos.
- If company or companies appear alone in second reference, spell the word out.
- Do not use all caps in a name unless it’s an acronym.
- Do not use a comma before Inc. or Ltd. even if it is included in the formal name.

corporation

- Abbreviate corporation as Corp. when a company or government agency uses the word at the end of its name: the Federal Deposit Insurance Corp.
- Spell out corporation when it occurs elsewhere in a name: the Corporation for Public Broadcasting.
- Spell out and lowercase corporation whenever it stands alone.
- The form for possessives: Chevron Corp.’s profits.

Convocation

- An undergraduate and a graduate ceremony held once a year at the end of the spring semester for Terry College graduates. Winter, spring and summer graduates can walk in the spring Convocations, which are held a day apart at Stegeman Coliseum.
- Do not confuse with UGA Commencement — no diplomas are handed out at Terry Convocation.

conferences

- Capitalize formal names (the Trucking Profitability Strategies Conference).

Correll Hall

- Part of the Business Learning Community at the Terry College of Business, located at 600 South Lumpkin Street. Correll Hall contains 10 classrooms, an innovation lab, a graduate commons, team rooms and interview suites. The 74,000-square-foot building is home to the Full-Time MBA program, as well as the Dean’s Office.

courtesy titles

- After a first reference, subsequent references generally use only a person’s last name, except in obituaries. Mr., Mrs., Ms., Dr., Rev., and Dean should not be used in second references except in quoted material. An exception may be made for donors at the request of a development officer or in programs honoring the person.
- See “degrees (academic)” and “Dr.” for discussion of Dr.

D**dashes and hyphens**

- Em-dashes (—) separate sentence fragments and are often used to emphasize a key point. Put spaces on both sides of an em-dash, especially in website text, to make the text easier to read. Be wary of

overuse. Example: “Contributing to education — to the solution of society’s problems — is an important goal.”

- En-dashes (–) are used to connect continuing or inclusive date, time, or reference numbers unless the word from or between precedes the first element in the pair. If you would use the word “to,” then use an en dash. Close up spaces around en-dashes. Examples: 2018–20, March 17–21, and 11 a.m.–12:30 p.m.

- Hyphens (-) separate compound modifiers (two or more words that combine to express a single concept) when it appears before a noun. Use the hyphen to separate numbers that are not inclusive, such as telephone numbers and social security numbers. Hyphens are not used with vice dean, vice president, but used with co- words when forming nouns, adjectives and verbs that indicate occupation or status: co-worker, co-director, co-president, and co-founder. Follow AP Stylebook for further direction about when to hyphenate. There is no space before and after a hyphen. Examples: decision-making models / models for decision making; on-campus housing / housing on campus; entry-level position / position at entry level; second-year students / students in their second year. When a prefix stands alone, add a hyphen (Chicago 7.88): 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.

dates

- Always use Arabic figures, without st, nd, rd or th.
- Capitalize the names of months in all uses. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Spell out when using alone, or with a year alone.
- When a phrase lists only a month and a year, do not separate the year with commas. When a phrase refers to a month, day and year, set off the year with commas. EXAMPLES: January 2016 was a cold month. Jan. 2 was the coldest day of the month. His birthday is May 8. Feb. 14, 2022, was the target date.
- Use numerals for decades (1960s or the '60s).
- Use the year with the month only if it's not the current year.
- Use an en dash to show a range of dates and do not repeat 20 (2021–22, not 2021–2022). However no en dash should be used when from introduces a range of dates (from 2021 to 2022, not from 2021–22).

Dean

- Dean or Dean of the Terry College of Business — do not use Terry dean. Capitalize as a title, as in Dean Ben Ayers. On subsequent references, use the Dean with a capital. When referring to the deans in general, do not capitalize.

Dean’s Office

- Refers to the Office of the Dean at Terry. Sometimes referring to the Office of the Dean can include all of the college’s senior leadership (the dean, associate deans, director of finance and administration and human resources).

Dean’s Circle of Giving

- Recognizes individuals, corporations and foundations who have made substantial gifts to the Terry College during the most recent fiscal year

decades

- Use numerals for decades as long as the century is clear. Do not include an apostrophe between the numerals and s.

departments, academic

- There are seven academic departments at Terry. Capitalize the full names of departments in first references. Do not abbreviate as Dept. or dept. Lowercase the generic department, institute, or school when used alone. The departments are:
 - J.M. Tull School of Accounting
 - Department of Economics
 - Department of Finance
 - Department of Management
 - Department of Management Information Systems
 - Department of Marketing
 - Department of Insurance, Legal Studies and Real Estate: This department houses the Real Estate program. The Legal Studies program and the Risk Management and Insurance program.

Dr.

- Use “Dr.” before a name only when the person in question has a medical (doctor of medicine, doctor of dental surgery, doctor of optometry, doctor of osteopathy, doctor of podiatric medicine) or veterinary medicine degree; it is assumed that UGA faculty possess the terminal degree in their field.

double spacing

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

E

ellipses

- Use three dots with spaces around each (...) but close up the space between an ellipses point and a quotation mark (“. . .”).

email

- Do not hyphenate email; for email addresses, lowercase it except at the start of a sentence.
- An email address that does not fit on one line should be broken before an at sign or a period. Do not introduce hyphenation when breaking it.

EMBA

- Executive MBA, taught at the Terry Executive Education Center in Atlanta. EMBA preferred on second reference.

emeritus, emerita, emeriti

- The title of “emeritus” is not synonymous with “retired”; it is an honor bestowed on a small number of retired faculty and should be included in the title. Feminine “emerita”; plural for both “emeriti.” The word may precede or follow “professor”: John Doe is an emeritus professor of art. Jane Doe, professor emerita at UGA.

endowed professorships

- Capitalize whether before or after the name.

Executive Education

- Programs and certificates offered online and in-person at the TEEC.

Emphasis, concentration, specialization, area of focus

- An area of emphasis is a specific subject area within an approved degree program and major.
- A concentration is a program of study within a degree program that emphasizes a specific area of the discipline. Concentrations usually have a defined course of study and are not listed on the diploma.
- A specialization is a focused area of study of attached to a specific major, with specific coursework beyond major requirements.
- focus area is a view that groups analytical requirements.

events

- Capitalize the formal names of all Terry-sponsored special events.

F**faculty**

- A plural noun meaning “the teaching and administrative staff in an educational institution.”

Fortune 500

- Use a capital F and the number 500.

Fellow, fellows, fellowship

- The complete name, or the first reference name, of a fellowship program is capitalized: She matched into the Terry Diversity Fellows. The word fellow is capitalized if part of the formal name of the fellowship. She is a Deer Run Fellow. Leadership Fellow Susie Baker made introductory remarks. Do not cap fellow by itself, and lower-case fellowship for generic use: She received a fellowship from the institution.

fewer and less

- “Fewer” refers to items that can be counted; “less” refers to items that cannot be counted.

first-year student(s)

- Synonym used interchangeably for freshman. Hyphenate the adjective: He is in his first year; she is a first-year student.

fiscal year

- UGA’s fiscal year runs from July 1 through June 30 and is named by closing date: Fiscal year 2019 begins July 1, 2018, and ends June 30, 2019.

Foley Courtyard

- An enclosed outdoor space surrounded by Correll, Moore-Rooker, Benson and Amos Halls

foreign words

- Italicize unless the word has been Americanized or is commonly used (e.g., ex officio, per capita).

fractions

- Write out and hyphenate (two-thirds, three-fifths) in running text.
- A fraction and a whole number appear as numerals with no space between them (3½).

freshman, freshmen

Full-Time MBA

- MBA program run in Athens out of Correll Hall. Use FTMBA sparingly.

fundraising, fundraiser, fundraise

- Do not hyphenate.

G

grades, grade point average

- Do not put in quotation marks.
- Use an apostrophe for plurals (A's, B's).
- Depending on the publication, it may be acceptable to abbreviate GPA in first reference.

graduate, graduation

- At UGA, students who graduate do so at Commencement, not at graduation. UGA does not have a "graduation ceremony."
- Note that the verb "graduate" applies only to bachelor's (undergraduate) degrees. A successful graduate student earns or receives a degree but does not graduate.
- An institution graduates scholars, but a student graduates from an institution. Do not write "She graduated UGA" but instead "She graduated from UGA."

H

headlines

- The use of downstyle or upstyle headlines is generally determined by the formality of the publication and the design, but once a style is chosen, it should be followed consistently within a publication. In downstyle headlines, the first word and proper nouns are capitalized. In upstyle headlines, every word is capitalized except articles (a, an, the), coordinate conjunctions (and, or, for, nor), prepositions, and to in infinitives.

Heritage Society

- Honors alumni and friends who have pledged planned gifts to the University of Georgia.

Homecoming, Homecoming Weekend

- Capitalize, unless: Terry has a strong homecoming program.

I

Institute for Leadership Advancement (ILA)

A privately funded unit within the Terry College of Business ILA awards a Certificate in Personal and Organizational Leadership through the Leadership Fellows Program.

initials

- Use middle initials in formal publications unless a person prefers otherwise. Be consistent from person to person in use of the middle initial.
- A space follows Initials (J.M. Tull).

International Business Programs

- An office offering a co-major in International Business and an array of study abroad programs throughout the year.

international students

- Preferred over foreign students.

italicization

- Italicize complete works, such as the titles of books, magazines, movies, newspapers, plays, musical compositions and paintings. Also italicize 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 — it should instead match the surrounding text.

Ivester Hall

- Part of the Business Learning Community at the Terry College of Business, located at 650 South Lumpkin Street. Ivester Hall is named for M. Douglas (Doug) Ivester (BBA '69), former CEO of The Coca-Cola Co. The building features a 350-seat auditorium, three undergraduate classrooms, a seminar room and two conference rooms. It is also home to the Selig Center for Economic Growth, Terry College's marketing and communications, information technology and business offices.

J

Jr., Sr., III in names

- Do not set off by commas.

J.M. Tull School of Accounting

- Use the initials only in formal settings. The Tull School of Accounting is a department in the Terry College of Business. Preferred second reference is the Tull School or writer's choice, or Tull on third reference is allowed.

James C. Bonbright Center for the Study of Regulation

- Housed in the Department of Economics, it promotes the economic analysis of regulation and policy, emphasizing the role markets play in coordinating economic activity. The center provides resources for faculty and graduate student research and travel, graduate student assistantships, public lectures, conferences, and undergraduate internships, among other activities. The Bonbright Center for the Study of Regulation is also acceptable on first reference.

L

lecture titles

- Put quotation marks around the formal title.

Leadership Fellows

- Open to all UGA students, the yearlong program in the Institute for Leadership Advancement takes applications in September and December. Participants in the program earn the Certificate in Personal and Organizational Leadership.

Leonard Leadership Scholars

- Open to Terry College students, the two-year program in the Institute for Leadership Advancement takes applications in December. Participants in the program earn the Certificate in Personal and Organizational Leadership.

lists

- Do not use a colon after a verb or a preposition introducing a list (including Ben, Julie and Pete instead of including: Ben, Julie and Pete) unless the introductory phrase contains some variation of the following or as follows.
- Maintain parallel construction in listed items.
- Avoid numbering unless there will be a reference to the numbers in later text.
- If you must number a list in running text, place numbers (without periods) in parentheses.
- In vertical lists, use a period after each item if one or more is a complete sentence. In that case, the first words should be capitalized. Otherwise, capitalization of the first words depends on the context.
- Alphabetize or put listed items in some other logical order.

M

MBA

- The Terry College offers four MBA programs — Full-Time MBA (offered in Athens), Executive MBA and Professional MBA (offered in Atlanta) on Online MBA.

majors

- Always lowercase academic majors unless they are proper nouns, such as languages. Bob Smith is a senior majoring in marketing. Sally Smith majored in Spanish before earning her MBA.

Master of Accountancy

- Use MAcc if noting degree year of alum, Jane Smith (MAcc '12)

Master of Marketing Research

- Use MMR on second reference.

minors

- Always lowercase academic minors unless they are proper nouns, such as languages. Terry established a minor in business beginning in Spring 2020 that is open to UGA undergraduates in non-business majors.

Moore-Rooker Hall

- Part of the Business Learning Community at the Terry College of Business, located at 415 South Hull Street (previously 610 South Lumpkin Street). Moore-Rooker Hall is named in honor of the family of Dudley L. Moore Jr. (BBA '57) and the family of John W. "Jack" Rooker (BBA '60). It houses the Music Business Lab, classrooms, the Truett Cathy ILA Suite, the Stelling Family Study, International Business Programs, the J.M. Tull School of Accounting, and the Department of Insurance, Legal Studies and Real Estate

Morehead, Jere W.

- The 22nd president of the University of Georgia. First reference for external audiences is University of Georgia President Jere W. Morehead. For internal audiences, it is UGA President Jere W. Morehead. Second and subsequent references for news releases is Morehead. Second and subsequent references for non-news writing (annual reports, alumni magazines, etc.) is President Morehead.

N

names

- Use full names on first reference. On second and subsequent references, use only last names, without courtesy titles, for both men and women regardless of marital status. There are two exceptions: To distinguish between family members quoted in the same story — confusion can often be avoided by using first names, and in obituaries, refer to men either by their academic title or by “Mr.”; refer to women either by their academic title or by “Ms.” If you know the woman in question preferred “Miss” or “Mrs.” to “Ms.,” use the appropriate title conveying marital status.

No.

- For rankings use No. and the numeral. In an infographic or display type, substituting # for No. is acceptable.

numbers

- One through nine spelled out; 10 and above in numerals, except that numbers of the same category should be treated alike within the same context.
- First through ninth spelled out; thereafter, 10th, 11th, etc.
- Use two letters in ordinals (22nd, not 22d; 23rd, not 23d).
- Use numerals with percent (7%), dollar sign (\$3), temperature (8 degrees), scores (7-3), page (page 2), room (room 9), and chapter (chapter 6).
- Numbers beginning a sentence are always spelled out, but as a rule, if the sentence starts with a number higher than 10, rewrite the sentence.
- For figures greater than 999,999, use million or billion (2.3 million, 4 billion).
- Use a comma in a figure greater than 1,000 unless it’s a date.
- For inclusive numbers, the second number should be represented by only its final two digits if its beginning digit(s) are the same as the first number’s (pages 343–47).

O

OK

- Not Okay

Offices

- Capitalize office when it is part of an official name: The Office of Information Technology is investigating the bad email. Lowercase all other uses: Faculty records are handled in the academic affairs office. Exception: Both the President’s Office and the Office of the President always are capitalized. The following are the offices at the Terry College:

Business Office

Dean’s Office

Development and Alumni Relations

Diversity Relations

Executive Education

Facilities and Logistics

Finance and Administration

MBA Career Management Center

Office of Information Technology

Office of Marketing and Communications

Special Events
Undergraduate Student Services

Online Master of Business and Technology

- Can use the acronym MBT on second reference.

over and more than

- Use “more than” when you mean more than or greater than. Use “over” when you mean higher in position or when referring to age.

P

percent

- When indicating a percentage in text, use the symbol %. Use the % symbol in charts, graphs, tables, and scientific or mathematical material. When used, there is no space between the number and the % symbol.

Pinnacle Society

- Recognizes cumulative lifetime giving of \$1 million or more to Terry College

PMBA

- Professional MBA, taught at the Terry Executive Education Center in Atlanta. PMBA preferred on second reference.

professor, professorship

- There are three basic academic ranks: assistant professor, associate professor and professor (sometimes called “full professor”). A named professorship, often but not always created by and named for the donor of the funds setting up the endowment which supports it, is called a chair. Titles of named professorships are capitalized (I.W. Cousins Professor of Business Ethics); regular professorial positions are lower case (She is an associate professor of economics).

programs

- The following list outlines graduate and undergraduate Terry programs.

Actuarial Science Program

Entrepreneurship Program

Executive MBA

FinTech Program

Full-Time MBA

Institute for Leadership Advancement

International Business Programs

Legal Studies Program

Master of Accountancy

Master of Business and Technology

Master of Marketing Research

Master of Science and Business Analytics

Music Business Program

Online MBA

PhD Programs

Professional MBA

Real Estate Program
Risk Management and Insurance Program

Q

quotation marks and apostrophes

- Smart (curly) quotation marks and smart (curly) apostrophes are typographically correct. Straight quotes are used to designate inches, straight apostrophes to designate feet
- Commas and periods always go inside quotation marks. Example: “It is time,” said the dean, “for the school year to begin.”
- Semicolons and colons always go outside quotation marks.
- Question marks and exclamation points go inside quotation marks if they are part of the quotation itself. Example: I asked myself, “What is the meaning of life?” Versus: When will we finish what someone called “this long, hard slog”?
- A quotation inside a quotation is set off with single quotation marks: The dean said: “Let us remember that, as Franklin Roosevelt said, ‘The only thing we have to fear is fear itself.’”

R

Résumé

- Accent marks needed.

Rothenberger Café

- The cafe in Amos Hall adjacent to Casey Commons features West Side Deli.

S

Sanford and Barbara Orkin Hall

- Part of the Business Learning Community at the Terry College of Business, located at 475 South Hull Street. Sanford and Barbara Orkin Hall honors the couple’s longstanding support of UGA. The four-story building includes two auditoriums, four undergraduate classrooms, a behavioral lab, a computer lab for marketing research, six team rooms, nine interview rooms and the offices for Terry’s Undergraduate Student Services. On every occasion it is to be referred as Sanford and Barbara Orkin Hall.

Second Century Club

- Recognizes emerging philanthropists aged 35 or younger who donate to the Terry College.

Selig Center for Economic Growth

- The economic forecasting center of the Terry College of Business. The formal name, the Simon S. Selig Jr. Center for Economic Growth, is necessary only on the most formal occasions.

second references

- Second and subsequent references to a person generally use only the last name, except in obituaries. Mr., Mrs., Ms., Dr., Rev., Dean, and professor should not be used in second references except in quoted material. An exception may be made for donors when a development officer requests it and in programs honoring the person.

Shareholders’ Society

- Long-term investors in the Terry College who hold stock in the future of the college. Note the apostrophe at the end of the shareholders.

social media

- Use direct links to social media accounts online. In print, use social media icons when possible. Display social media account names using the punctuation and capitalization conventions of the social media channel itself.

Stegeman Coliseum

- On second reference the coliseum.

Stelling Family Study**startup**

- Use as one word with no hyphen.

states

- States should not be abbreviated. Exceptions may be made when states appear with city names in class notes, tabular material, and mailing addresses (use postal codes then).
- Use commas before and after state names when they appear with cities (Albany, Georgia).

Studio 225

- Home to the UGA Entrepreneurship Program, located at 225 Broad Street in downtown Athens. It houses faculty/staff offices and space where student entrepreneurs can meet to form teams, meet with mentors, and collaborate to develop ideas. It also hosts student pitch competitions.

symbols

- In running text, spell out the words degrees (temperature), feet, inches, and cents. In tables, it is acceptable to use symbols for these (°, ', ", ¢).
- Amounts greater than 99 cents should be in numerals with a dollar sign (\$4).

T**Terry Executive Education Center, The TEEC**

- The Terry Executive Education Center (The TEEC) is home to Terry's Professional and Executive MBA programs, as well as Executive Education programs, located in Atlanta.

telephone numbers

- In running text, use a hyphen between area code and number.

the (when used with names)

- Include 'the' before the Terry College or the Terry College of Business.
- 'The' at the start of titles of creative works is generally capitalized (The Canterbury Tales).

times

- Do not use :00 with a time unless it's a formal publication in which it would be appropriate — for instance, invitations.
- Lowercase a.m. and p.m.
- It is sometimes permissible to remove the periods in a.m. and p.m. in tables and lists if space is tight but use the periods in running text.
- Noon or midnight, not 12 p.m. or 12 a.m., and never 12 noon or 12 midnight.

- Do not use a dash in place of to in a range of times introduced by from (from 5 to 7 p.m., not from 5–7 p.m.).
- Do not use o'clock unless it's in quoted material or formal contexts such as invitations.

titles

- Job titles: A person's formal title should be used on first reference. Use lower case for titles unless they are directly before a name and function as part of the name. As a general rule, titles containing more than four words should be placed after the name. Do not capitalize titles in generic usage: The deans met with the president. The vice president attended the meeting.
- Academic titles: If a professor holds an endowed chair or special professorship, capitalize the full name of the title: John Doe, Smith Professor of Business Management. The full name of the chair often includes first names and middle initials of the donor; these can be omitted on first reference.
- Leadership titles: Use whatever title the group uses for its leader: "chairman," "chairwoman," "chairperson," or "chair." If the information from the group does not make clear the title the group uses, "chair" is preferred.
- Event titles: Capitalize, in quotation marks, the full, formal titles of workshops, conferences, seminars, speeches, art exhibitions and similar events: A workshop titled "The Use of the Library" will be held next week. Use lower case for subject matter: The main library will offer a workshop on library use.
- Courtesy titles: In a formal list (of participants or donors, for instance), "Mr.," "Mrs.," "Miss," and "Ms." should be omitted, except when a woman has chosen to use her husband's name. Jane Doe, but Mrs. Joseph Doe, Mr. and Mrs. John Doe.

U

Undergraduate Student Services

- Department offering alumni networking and peer mentoring, career counseling, employer engagement, student organizations, and more. Office located in Sanford and Barbara Orkin Hall.

University of Georgia

- In a sentence, always use the word "the" with the noun "University of Georgia," except in lists of institutions. When "University of Georgia" is an adjective, "the" is not needed.

United States

- Spell out United States in first reference when used as a noun. When used as an adjective, abbreviate U.S., with periods. In secondary references, though United States is preferred as a noun and U.S. as an adjective, it is also permissible to use U.S. as a noun, provided the meaning is clear from context. In headlines US (no periods).

University System of Georgia

- The official statement, required on all university publications, is: The University of Georgia is a unit of the University System of Georgia. university system and USG are acceptable.

university-wide

- An exception to the general rule of omitting the hyphen in "-wide" constructions.

upperclass students

- When appropriate, use juniors and seniors instead.

URLs

- In most cases, do not include http:// or www before a website. These designations are no longer necessary. When used with other contact information – such as phone or email — web is preferred.

V**vice presidents**

Note that UGA has no vice presidents OF anything; all use “for.” Do not capitalize in text unless the title precedes the name. VP may be used in secondary references.

W**Washington, DC**

- The correct inclusion of the city of Washington, DC in an address is without periods between “D” and “C”.

widows

- Care should be taken to avoid lines of less than full measure at the top of columns.
- Hyphenation that results in an incomplete word in the last line of a paragraph should be avoided.

Z**ZIP code**