

ASU Academic Catalog 2020–2021

Style Guidelines

includes exceptions to the [ASU writing style guide](#) and [AP Stylebook](#)

Notable Updates

Exclamation Point

- Do not use. See [Punctuation and Symbols](#).

Lists

Use full sentences. Except:

- application components
- career options

Hyphens

The fewer the better. See [Punctuation and Symbols](#) and [Word List](#) for details. Among the changes:

- English as a second language
- second language acquisition

Standard Statements

Many are revised, including the English proficiency statement. See [Language](#).

Symbols in words

Do not use them. Rephrase for clarity. See [Punctuation and Symbols](#).

- not: *and/or*
- not: *Chicana/o* or *Latina/o*
- not: *college/school*
- not: *test(s)*

Voice

Marketing Text: Use a conversational voice (*you, we*).

Elsewhere: Use a formal voice (*student, applicant, he, she, they*).

Words

Many changes appear in the [Word List](#). Pay particular attention to these:

- **Abbreviate STEM.**
- Use **the traditional forms**, with few exceptions: *Chicano, Latino, LGBT* or *LGBTQ*.
- Do not capitalize *internet* or *web*-related words.
- **Knowledge building** is only a noun, not also a modifier. Do not hyphenate it.
- **Skill-building** is **not a formally recognized word**. Rephrase with some variation of *learning a skill*.

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Word List

Abbreviations

See **Tests**, below, for acceptable usage of the SPEAK and TOEFL abbreviations.
See [Word List](#) for acceptable usage of the InMAC and MAC abbreviations.

Do not use abbreviations that are not readily recognizable. Spell out less commonly known words or phrases on first reference and abbreviate thereafter.

Use the full name of an ASU unit or its approved abbreviation (see the list of academic units under Abbreviations in the ASU writing style guide) or use a work-around such as *center, institute, office, school, college*.

Do not follow an organization's full name with an abbreviation, acronym or initialism in parentheses or set off by punctuation. If an abbreviation would not be clear on subsequent reference without this arrangement, do not use it. Do use an abbreviation if it is the official name of an organization.

- ABET
- Not: College of Liberal Arts and Sciences (CLAS)

Academic Programs

Degree programs

See [Capitalization](#) for detailed ASU guidelines for the proper way to show the full name of degree, minor and certificate programs.

Omit periods in degree abbreviations: *BA, MS, PhD*.

There is no apostrophe in *associate degree*; there is an apostrophe in *bachelor's degree* and *master's degree*.

Use / only in approved abbreviations for concurrent and accelerated programs.

Reminder: Do not abbreviate the area of concentration.

- MUEP/MA in sustainability.

Do not use - as a substitute for *to* in abbreviations for progressive degree programs: *RN to BSN*.

Abbreviate academic degree names on first reference and use the corresponding word in subsequent instances (an exception to the ASU writing style guide):

- BA, MS, PhD, etc.
- associate degree (not associate's), bachelor's degree, master's degree, doctorate, or doctoral degree
- A student in this program will earn a BA in broadcast journalism. [*first reference*]
- Note the admission requirements for the bachelor's degree in broadcast journalism. [*subsequent reference*]
- Note the admission requirements for the Bachelor of Arts in broadcast journalism. [*subsequent reference*]

Do not refer to a degree as simply a *bachelor's* or *master's*; follow it with the major or concentration.

If using the formal name, capitalize the name of the degree but not the concentration.

Formal names of degree programs are in the chart on the next page, alphabetized by degree abbreviation.

- bachelor's degree in English
- Master of Science in chemistry
- Not: Bachelor's in English
- Not: Master's in chemistry

Official degree names and abbreviations, alpha order by abbreviation

See [Capitalization](#).

AuD	Doctor of Audiology
BA	Bachelor of Arts
BAE	Bachelor of Arts in education
BAS	Bachelor of Applied Science
BFA	Bachelor of Fine Arts
BGM	Bachelor of Global Management
BIPH	Bachelor of International Public Health
BMus	Bachelor of Music
BS	Bachelor of Science
BSD	Bachelor of Science in design
BSE	Bachelor of Science in engineering
BSLA	Bachelor of Science in landscape architecture
BSN	Bachelor of Science in nursing
BSP	Bachelor of Science in planning
BSW	Bachelor of Social Work
DBA	Doctor of Business Administration
DBH	Doctor of Behavioral Health
DMA	Doctor of Musical Arts
DNP	Doctor of Nursing Practice
EdD	Doctor of Education
EMPA	Executive Master of Public Administration
EMSL	Executive Master of Sustainability Leadership
JD	Juris Doctor
LLM	Master of Laws
MA	Master of Arts
MACC	Master of Accountancy
MALM	Master of Applied Leadership and Management
MArch	Master of Architecture
MAS	Master of Advanced Study
MBA	Master of Business Administration
MC	Master of Counseling
MCS	Master of Computer Science
MCSt	Master of Computing Studies
MEd	Master of Education
MEng	Master of Engineering
MFA	Master of Fine Arts
MGLS	Master of Global Leadership and Strategy
MGM	Master of Global Management
MHI	Master of Healthcare Innovation
MIA	Master of Interior Architecture

MID	Master of Industrial Design
MIHC	Master of Integrated Health Care
MIHM	Master of International Health Management
MLA	Master of Landscape Architecture
MLS	Master of Legal Studies
MLSt	Master of Liberal Studies
MM	Master of Music
MMC	Master of Mass Communication
MNLM	Master of Nonprofit Leadership and Management
MNS	Master of Natural Science
MPA	Master of Public Administration
MPE	Master of Physical Education
MPP	Master of Public Policy
MPSLA	Master of Public Safety Leadership and Administration
MRED	Master of Real Estate Development
MS	Master of Science
MSD	Master of Science in design
MSE	Master of Science in engineering
MSL	Master of Sustainability Leadership
MSLB	Master of Sports Law and Business
MST	Master of Sustainable Tourism
MSTech	Master of Science in technology
MSTP	Master of Science and Technology Policy
MSUS	Master of Sustainability Solutions
MSW	Master of Social Work
MTax	Master of Taxation
MTESOL	Master of Teaching English to Speakers of Other Languages
MUD	Master of Urban Design
MUEP	Master of Urban and Environmental Planning
MVCD	Master of Visual Communication Design
PhD	Doctor of Philosophy
PSM	Professional Science Master's

Majors, concentration areas, minors, certificates

Do not abbreviate or capitalize names of majors, concentration areas, minors or certificates.

- bachelor's degree in chemistry
- Bachelor of Science in chemistry

Arizona State University

Authorized forms are **ASU** and *the university*. Do not shorten to *Arizona State*.

It is acceptable to use the abbreviated form **ASU** on first reference.

- Arizona State University consistently attracts top-quality students from Arizona and across the nation.
- Students enrolling at the university have access to faculty members who are elite in their fields of study.
- Not: The academics at Arizona State are top-notch.

Building Names

Find the official building names and matching codes online.

- [Downtown Phoenix campus](#)
- [Lake Havasu City](#)
- [Polytechnic campus](#)
- [Tempe campus](#)
- [West campus](#)

Campuses

See [Capitalization](#).

Avoid mentioning the campus in the program description, though mentioning it is suitable for marketing text.

Use the following campus names on first reference and the generic *campus* in subsequent references; *campus* is not capitalized.

- Downtown Phoenix campus
- Polytechnic campus
- Tempe campus
- West campus
- Not: DPC
- Not: ASU West
- Not: Poly campus

Note:

- *ASU Online* is not a campus but may be referred to in copy as an *online campus*.
- The university's programs are offered at *ASU@Cochise*, *ASU@Lake Havasu*, *ASU@Pima*, *ASU@Pinal*, *ASU@The Gila Valley*, *ASU@Yavapai*, *ASU@Yuma*, *California Center*, *Mayo Clinic* and *Washington Center*, though these locations may not be referred to as campuses.
- The *Polytechnic campus* is not synonymous with *The Polytechnic School* that is one of the *Ira A. Fulton Schools of Engineering*, though that school is located on the Polytechnic campus.

Centers, Colleges, Departments, Institutes, Schools, University

See [Capitalization](#).

The ASU logo can be considered the official name.

Use the full name of an academic unit on first reference; subsequent references may use endorsed abbreviations (see the list of academic units under Abbreviations in the ASU writing style guide) or a workaround using *center*, *institute*, *office*, *school*, or *college*.

- The College of Liberal Arts and Sciences; *the college* in subsequent references

Note phrasing:

- Ira A. Fulton Schools of Engineering [*plural Schools*]
- The Polytechnic School, one of the Ira A. Fulton Schools of Engineering at Arizona State University [*for school mention only*]
- The Polytechnic School, one of the Ira A. Fulton Schools of Engineering at Arizona State University's Polytechnic campus [*when both school and campus are mentioned*]
- Thunderbird School of Global Management, a unit of the ASU Knowledge Enterprise

Avoid using acronyms to refer to any university unit; make the association to the university clear and foremost.

- Explore the many majors available in The College of Liberal Arts and Sciences.
- Not: The CLAS convocation will be held in Wells Fargo Arena.

iPOS, POS

A plan of study is the list of courses and culminating experience that maps the requirements for completion of a graduate degree program. The POS is submitted and revised electronically via the interactive iPOS system. Once the iPOS is submitted, it becomes a graduate student's official plan of study.

As clearly as possible, distinguish the difference between a plan (whether unofficial or official) and the method of submitting the official version.

Spell out the phrase on first reference and use *POS* or *the plan* thereafter; do not use parentheses.

- A plan of study maps the requirements for completion of a degree program. [*first reference*]
- The student submits the POS electronically and revises it interactively through iPOS in My ASU. [*subsequent reference*]
- The plan submitted through iPOS becomes the student's official POS. [*subsequent reference*]

Tests

Names of test sections, such as verbal or quantitative, are not capitalized.

- **ACT** Use only the initials when referring to the previously designated American College Testing Program.
- **GMAT** Use only the initials when referring to the Graduate Management Admission Test.
- **GRE** Use only the initials when referring to the Graduate Record Examination.
- **IELTS** Use only the initials when referring to the International English Language Testing System.
- **LSAT** Use only the initials when referring to the Law School Admission Test.
- **MCAT** Use only the initials when referring to the Medical College Admission Test.
- **Miller Analogies Test** Spell out.
- **Pearson Test of English** and **PTE** Spell out on first mention and use the initialism thereafter.
- **SAT** Use only the initials in referring to the previously designated Scholastic Aptitude Test or the Scholastic Assessment Test.
- **Speaking Proficiency English Assessment Kit** and **SPEAK** Spell out on first reference; use only the initialism thereafter.
- **TEAS** Use only the initials when referring to the Test of Essential Academic Skills.
- **TOEFL** Use only the initials when referring to the Test of English as a Foreign Language. (This is an exception to the ASU writing style guide.)

Capitalization

This ABET phrase is required on a number of programs. It is an exception to the rules of capitalization and punctuation [ABET, fall 2016]:

- Accredited by the [*capitalized name of the accreditation commission*] of ABET; <http://www.abet.org>.

Academic Programs

Degree programs

Capitalize only the official diploma title.

Do not capitalize program and concentration areas that follow the name of a degree unless they are proper nouns.

Do not capitalize program and concentration areas even if they are included in the official diploma title abbreviation.

When referring to the degree in casual terms, do not capitalize it: *associate degree* (not associate's), *bachelor's degree*, *master's degree*, *doctorate*, or *doctoral degree*.

Do not capitalize names of minors and certificates; do capitalize proper nouns: *English*, *Spanish*, *Native American*.

Use the abbreviation on first reference and the corresponding words in subsequent references. (This is an exception to the ASU writing style guide.)

- Bachelor of Arts
- Bachelor of Science in nursing
- Bachelor of Science in design
- Note the admission requirements for a BA in anthropology. [*first reference*]
- Note the admission requirements for a bachelor's degree in anthropology. [*subsequent reference*]
- She earned a Master of Communication with a concentration in broadcast journalism.
- This program culminates in a Bachelor of Science in chemistry.
- Not: Bachelor of Science in Nursing
- Not: Bachelor of Science in Design
- Not: Bachelor of Arts in Education
- Not: Master of Science in Technology

Official degree names and abbreviations, alpha order by abbreviation

AuD	Doctor of Audiology
BA	Bachelor of Arts
BAE	Bachelor of Arts in education
BAS	Bachelor of Applied Science
BFA	Bachelor of Fine Arts
BGM	Bachelor of Global Management
BIPH	Bachelor of International Public Health
BMus	Bachelor of Music
BS	Bachelor of Science
BSD	Bachelor of Science in design
BSE	Bachelor of Science in engineering
BSLA	Bachelor of Science in landscape architecture
BSN	Bachelor of Science in nursing
BSP	Bachelor of Science in planning
BSW	Bachelor of Social Work

DBA	Doctor of Business Administration
DBH	Doctor of Behavioral Health
DMA	Doctor of Musical Arts
DNP	Doctor of Nursing Practice
EdD	Doctor of Education
EMPA	Executive Master of Public Administration
EMSL	Executive Master of Sustainability Leadership
JD	Juris Doctor
LLM	Master of Laws
MA	Master of Arts
MACC	Master of Accountancy
MALM	Master of Applied Leadership and Management
MArch	Master of Architecture
MAS	Master of Advanced Study
MBA	Master of Business Administration
MC	Master of Counseling
MCS	Master of Computer Science
MCSt	Master of Computing Studies
MEd	Master of Education
MEng	Master of Engineering
MFA	Master of Fine Arts
MGM	Master of Global Management
MHI	Master of Healthcare Innovation
MIA	Master of Interior Architecture
MID	Master of Industrial Design
MIHC	Master of Integrated Health Care
MIHM	Master of International Health Management
MLA	Master of Landscape Architecture
MLS	Master of Legal Studies
MLSt	Master of Liberal Studies
MM	Master of Music
MMC	Master of Mass Communication
MNLM	Master of Nonprofit Leadership and Management
MNS	Master of Natural Science
MPA	Master of Public Administration
MPE	Master of Physical Education
MPP	Master of Public Policy
MPSLA	Master of Public Safety Leadership and Administration
MRED	Master of Real Estate Development
MS	Master of Science
MSD	Master of Science in design
MSE	Master of Science in engineering
MSL	Master of Sustainability Leadership

MSLB	Master of Sports Law and Business
MST	Master of Sustainable Tourism
MSTech	Master of Science in technology
MSTP	Master of Science and Technology Policy
MSUS	Master of Sustainability Solutions
MSW	Master of Social Work
MTax	Master of Taxation
MTESOL	Master of Teaching English to Speakers Other Languages
MUD	Master of Urban Design
MUEP	Master of Urban and Environmental Planning
MVCD	Master of Visual Communication Design
MVCD	Master of Visual Communication Design
PhD	Doctor of Philosophy
PSM	Professional Science Master's

Campuses

See [Abbreviations](#).

In campus names, do not capitalize *campus*.

- Downtown Phoenix campus
- Polytechnic campus
- Tempe campus
- West campus

Centers, Colleges, Departments, Institutes, Schools, University

Use initial uppercase letters only for the full official name, because it is a proper noun.

Do not capitalize when used in a descriptive manner.

- admission services
- ASU Admission Services
- ASU's Ira A. Fulton Schools of Engineering
- graduate admission
- the Department of English
- the history department
- the institute
- the School of Human Evolution and Social Change
- The Design School
- The Polytechnic School
- the university
- Not: the University

The ASU logo can be considered the official name.

But, do not use ampersands or plus signs in place of *and* in text, even for official ASU unit names.

- Edson College of Nursing and Health Innovation
- Not: College of Nursing & Health Innovation

Compound Words

The second part of a hyphenated compound is not capitalized even in instances when other words are capitalized, such as in headlines and titles.

- Domestic Violence and Evidence-based Practice

Documents, Forms

Capitalize the full names of forms such as applications.

Do not capitalize when used in a descriptive manner.

A complete list of university forms is at <https://students.asu.edu/forms>.

- ASU Scholarship Estimator; the scholarship estimator
- Enrollment Verification Request; enrollment verification form
- Student Academic Integrity Policy; the student academic integrity policy
- Not: Enrollment Verification Form

Job Titles

See [Titles](#).

Do not capitalize. Job descriptions, field positions, informal titles, position titles are all lowercase.

- audiologist
- nurse practitioner
- geologist

Lists

See [Lists](#).

If a list consists of full sentences, punctuate as such with capitalization and periods.

Formatting

Bold

Only use this for headings and subheadings.

Italics

Do not use.

This treatment creates readability issues for readers with visual difficulties, dyslexia or migraine disorders.

Lists

See [Lists](#).

Whether bulleted or numbered, a vertical list may be comprised of complete or incomplete sentences. Maintain consistency with whichever style is chosen.

- If a list contains full sentences, indicate as such with capitalization and periods.
- If a list consists of sentence fragments, use lowercase and no periods.

Phone Numbers

See [Numerals](#).

Phone numbers are to appear with only figures and hyphens.

Do not use parentheses.

Offset extensions with a comma.

- 480-555-5555, ext. 21

BUT: **When editing programs in PeopleSoft**, use / instead of the first hyphen to ensure proper appearance of phone numbers.

- 480/555-5555. (It will appear as 480-555-5555 when the site is live.)

URLs

Formatting

URLs are not case sensitive, so render them all lowercase in text.

Include the [https://](#) and [www](#) prefixes. (This is an exception to the ASU writing style guide.)

If a URL ends a sentence, use a period but do not hyperlink the period.

In content

An ASU webpage may be hyperlinked to text in the marketing text field, but the web address must be shown in entirety in the program description.

Do not repeat a department URL in text; this information is included in the contact information for each program.

Do not include links to the application process for undergraduate programs; this is already available on the program pages in Degree Search.

Website links in the graduate admission content are discouraged, except when pointing to a requirement of the application process.

Language

Use clear, concise language.

Gender, Pronouns

Do not use *he/she*, *s/he* or *he and she* when the gender of the subject is unknown.

Maintain gender neutrality; rewrite for clarity.

Use the gender-inclusive *first-year student* when referring to admission status and *freshman* to indicate class standing.

Avoid mixing singular and plural pronouns. Do not use the plural *their* as a substitute for a singular noun such as *a student*. Use one of these corrective options:

Rewrite the sentence to avoid confusion.

- Awkward: If a student requests information, the student should be directed to the correct office.
- Better: A student requesting information should be directed to the correct office.
- Not: Each applicant must submit their materials by the deadline.
- Better: Applicants must submit their materials by the deadline.
- Best: Applicants must submit all materials by the deadline.

Replace the pronoun with an article.

- Not: Ask the student to prepare his presentation.
- Instead: Ask the student to prepare a presentation.

Revise the sentence to use the pronoun *one*.

- Not: A prepared student is more likely to succeed than if he has not done sufficient research.
- Instead: A prepared student is more likely to succeed than an unprepared one.

Revise the sentence to use the pronoun *who*.

- Not: A student is more likely to succeed if he does sufficient research.
- Instead: A student who does sufficient research is more likely to succeed.

Other Universities

When writing about ASU graduates moving on to other universities, do not use other universities' names. Use *another prestigious university* or *other top-tier universities*.

Redundancy

Eliminate redundant content; consolidate information.

Clarify content with simple, clear phrasing.

- ~~potential~~ applicants
- including ~~but not limited to~~

Standard Statements

Certain standardized statements are required, and they are shown below. As long as these baseline requirements are met, most standard statements are customizable.

Website links in the graduate admission content are discouraged, except when pointing to a requirement of the application process.

Admission requirements — **graduate**

Applicants must fulfill the requirements of both the Graduate College and the *[college name]*.

Applicants are eligible to apply to the program if they have earned a bachelor's or master's degree, in any field, from a regionally accredited institution.

Applicants must have a minimum cumulative GPA of 3.00 (scale is 4.00 = "A") in the last 60 hours of their first bachelor's degree program, or applicants must have a minimum cumulative GPA of 3.00 (scale is 4.00 = "A") in an applicable master's degree program.

Application — **graduate**

The last item of the list of application components is the required statement about proof of proficiency in the English language (see "English proficiency", below).

Certificates — **undergraduate**

Depending on a student's undergraduate program of study, prerequisite courses may be needed in order to complete the requirements of this certificate.

Change of major — **undergraduate**

A current ASU student has no additional requirements for changing majors.

English proficiency — **graduate**

This is a two-part statement.

First part: The introductory portion of the statement appears as the last item in the numbered list of application components. Use either an incomplete phrase or complete sentence, in agreement with the style of the numbered list:

- proof of English proficiency
- Proof of English proficiency is required.

Second part: The explanatory portion of the English requirement will appear as the first entry in Additional Application Information:

- An applicant whose native language is not English must provide proof of English proficiency regardless of current residency.

Gainful employment

For disclosure information about this U.S. Department of Education Gainful Employment program, students should see *[insert website address]*.

Global opportunities

Global degree

With a global degree program, students have the opportunity to receive their ASU degree in partnership with an international institution. Students and faculty can create and share knowledge to solve pressing global and societal challenges by combining strengths in research and teaching from two different institutions. Global degree programs also give students exposure to international academic experiences and content. Students should contact the academic unit directly for more information about this global degree program.

Global experience – graduate

Study abroad is possible for graduate students with more than 50 program opportunities spanning six continents. Faculty-directed programs tend to be the best fit for graduate students; taking courses over the summer or during academic breaks with ASU professors offers close mentorship and professional network growth in many fields of study while earning ASU credit. Exchange program participation is also possible with careful planning. <https://mystudyabroad.asu.edu/students/graduate-students>

Global experience – undergraduate

<https://mystudyabroad.asu.edu/> [Always include the web address, and customize the text for each program.]

PLuS Alliance [note: a two-paragraph statement]

The PLuS Alliance partnership combines the strengths of three leading research universities from three continents — Arizona State University, King's College London and UNSW Sydney — to create and share knowledge that will solve pressing educational and societal challenges.

Students have the opportunity to collaborate with peers and specialists across the globe through PLuS-partner courses offered online. Through this PLuS Alliance collaboration degree program, students develop transferable global competencies and gain exposure to international teaching and academic content.

<https://www.plusalliance.org/global-learning-network-programmes>

GPA requirements — graduate

Applicants must have a minimum cumulative GPA of 3.00 (scale is 4.00 = "A") in the last 60 hours of their first bachelor's degree program, or applicants must have a minimum cumulative GPA of 3.00 (scale is 4.00 = "A") in an applicable master's degree program.

Minors — undergraduate

Depending on a student's undergraduate program of study, prerequisite courses may be needed in order to complete the requirements of this minor.

Other enrollment requirements — undergraduate (certificates)

A student pursuing an undergraduate certificate must be enrolled as a degree-seeking student at ASU. Undergraduate certificates are not awarded prior to the award of an undergraduate degree. A student already holding an undergraduate degree may pursue an undergraduate certificate as a nondegree-seeking graduate student.

[This statement should not replace any existing certificate text related to additional enrollment requirements such as GPA or prerequisite courses.]

Other enrollment requirements — undergraduate (minors)

Current ASU undergraduate students may pursue a minor and have it recognized on their ASU transcript at graduation. Students interested in pursuing a minor should consult their academic advisor to declare the minor and to ensure that an appropriate set of courses is taken. Minor requirements appear on the degree audit once the minor is added. Certain major and minor combinations may be deemed inappropriate by the college or department of either the major program or the minor. Courses taken for the minor may not count toward both the major and minor. Students should contact their academic advisor for more information.

[Variations on this required text, above, are allowed as long as they cover all the bases: that a minor and major cannot share coursework and that certain major and minor combinations may not be allowed.]

Symbols

See [Punctuation and Symbols, Word List](#).

Do not create ambiguity by mixing symbols with words: *and/or*, *Chicana/o*, *Latina/o*, *school/college*, *test(s)*. Instead, rewrite the statement for clarity.

Voice

See [Marketing Text](#).

Use the formal third-person voice typical of academic writing: *he, she, they, a student, students*.

Exception: Use the conversational, engaging second-person point of view in the Marketing Text field: *you, your*.

Lists

Start each line with the same part of speech.

Use the same voice for each item.

Use the same verb tense for each item.

Avoid using a combination of sentences and phrases in lists.

Whether bulleted or numbered, a vertical list may be comprised of complete or incomplete sentences; maintain consistency throughout the list, and use appropriate formatting:

- When constructing a list using full sentences, punctuate with capitalization and periods.
- When constructing a list using sentence fragments, use lowercase and no periods.

Academic Courses

Show lists of courses in a vertical format, flush with the left margin and without punctuation.

Ensure the course list is in alphanumeric order (by prefix and course number), and show credit hours numerically in parentheses (numerals only; do not include the words *credit hours*).

Do not use bullets or numbering.

Asterisks may be used to clarify specific information about a course, with the corresponding statement placed below the list of courses.

Bulleted Lists

See [Formatting](#).

Do not use bullet points to break up a series of long sentences that stand on their own. Bullet points only assist SEO when used as a series of keywords or short phrases.

Bulleted lists work best when they contain at least three items. When mentioning only one or two items, use complete sentences rather than a list format.

Do not use bullet points to create a second-level list within a numbered vertical list (e.g., to itemize certain graduate admission requirements). This information may make more sense as a series of sentences placed in the Additional Application Information section.

Undergraduate programs

Career opportunities may be vertically aligned in a bulleted list of words or incomplete phrases.

Use parallel construction; start each bulleted line with the same part of speech (noun, verb, etc.).

Numbered Lists — graduate programs

Show application components in a vertically aligned numbered list.

The vertical list may be comprised of complete or incomplete sentences; maintain consistency with the chosen construction.

Marketing Text



Imagine a state fair.

It's colorful and exciting, the crowd is milling about, the noise is deafening, and with all that going on **barkers are vying for everyone's attention.**

This field is akin to those barkers.

In fact, **you are a barker trying to capture the attention of as many potential students as you can.**

And once you *do*...

Your aim is to create a relationship.

Here's How

You must be personally engaging. Speak directly to the reader and to their point of view. Keep it personal. Use an active voice, conversational style (*you*), direct phrasing and strong adjectives.

Convey feeling. Write as if you and the reader are conversing. Since this field is all about making an emotional connection, focus on the reader's need.

Primary tactic. Instantly grab the reader's attention by answering their question, "*What's in it for me?*" This triggers an emotional response on two levels: They feel like you're speaking directly to them and that you're interested in what matters most to them.

Secondary tactic. This is less effective at establishing a relationship, but you may opt to highlight unique aspects of your unit or opportunities (research, academic) that could be an important part of someone's decision-making process.

People will see this field first when they click on a program in Degree Search, so this is your best opportunity to create a powerful connection. Whichever tactic you opt to use will determine the level of connection you create.

Focus Your Thoughts

For outstanding marketing copy that will increase your chance of garnering another enrollment:

- be reader-centric
- emphasize emotion

The following chart can help. Compare the academic style of writing you're used to seeing in program descriptions with the casual, upbeat, and attention-grabbing introductory paragraph that is the marketing field. A quick glance at the salient points for these two fields shows the distinct differences between them. Write with each field's purpose in mind.

Marketing Text	Program Description
for prospective students	for prospective students, current students, faculty, future employers, funding sources (VA, foreign sponsors, etc.), ABOR, other educators and schools, accreditation bodies
50-word limit	150-word limit (undergraduate) 450-word limit (graduate)
makes an emotional connection with the student to draw them in so they continue reading	presents factual basic and specialized information about the program to help students decide if the program is the right fit for them
★ does not repeat anything stated elsewhere in the program's listing in Degree Search	★ not the place for hyperbole, information about enrollment or admission, campus, course requirements, or potential careers

The full comparisons chart is in **Writing for the Catalog** on the [catalog resources page](#) in the review site.

Think it Through

To establish a relationship from the outset, consider using any of the ideas here as springboards to the writing process.

Start with a question so they can immediately determine if this program might be of interest to them.

- Do you have a passion for wildlife?
- Do you daydream about ways to make the world greener?

Set the tone with a strong, catchy statement or fact.

- Social media and nightly news are filled with events touching on the Middle East.
- More people are taking vacations than ever before.

Use emotion to convey the importance of the degree (and the importance of people who hold the degree).

- The education of our children is one of the noblest professions you can enter.
- The development of clean sources of energy is becoming more and more critical.

Describe the ideal student in that program and relate it to them. (If they don't fit the description, they'll know right off that the degree may not be right for them.)

- With your global mindset and passion for travel, you'll thrive with a degree in [xxx].
- As someone who embraces justice and order, a criminology degree can help you ...

Explicitly state what they will gain from the degree and how it will help them in the future.

- You'll learn [xxx] which will prepare you to [xxx].
- You'll develop [xxx] which can help children to [xxx].

Flesh It Out with the ASU Brand

It helps to be well versed in the ASU brand. Read about it [here](#). (It's brief but potent.)

Think “On my way to a better life.”

Everything we write should convey, directly or indirectly, that choosing a particular degree program will help set the student on the path to a great life. But ...

Don't actually say *better life*, because it implies their life isn't good now. Instead, use terms that convey that message. Some examples:

- life you've always dreamed of
- wherever you want to go in life
- bright future

Language and tone

Always make it about them. Try to avoid taking center stage (*our program*) as it sounds too exclusive and territorial. Be personable (*you*, not *students*); this helps them begin to picture themselves enrolled in the program.

Remember this is where we are selling their experience in the program, not the program, the culminating diploma or degree credentials, so tell them what the experience will be like for them and what it will prepare them to do and achieve.

Speak like a university but not like a university

We want to keep it conversational and fun to read, because if it's not they may not read it. But we're not their best friend and we don't want to pretend we are. We are a university.

Be careful, though. Recognize that **ineffective marketing copy** uses a passive voice with dry academic language and few adjectives, contains third-person nouns like *student* and *applicant*, brags without explaining the value to the reader, is long-winded, and is not conversational — in short, it's like this sentence! It can also sound like the proverbial used-car salesman: "This degree is a once-in-a-lifetime opportunity."

Again, phrasing illustrated in the previous paragraph is not well suited for the marketing text field.

Consider international students

Many of our figures of speech can confuse international students, so make sure the phrasing is clear for all audiences.

- This degree can help you begin a career in [xxx].
- Not: This degree can help you get your foot in the door of a career in [xxx].

Examples

Before-and-after

BEFORE — dry, ineffective

- The certificate program in arts and humanities in games will train students to design, develop, create and analyze games from a holistic and interdisciplinary perspective and to understand the utilization, consumption and real-world impact of games on our diverse culture and society.

AFTER — reader-centric, fresh, enticing

- Remember the toys and games you played with as a kid? They were fun, but did you ever consider their impact on your growth and development? You can learn how that impact shapes the human mind, and become an influential researcher and analyst in the gaming industry.

Primary tactic

GREAT EXAMPLES

- Do you have a passion for wildlife, for exploring nature and seeing that our world's natural resources and lands are managed in sustainable ways? You'll gain an excellent foundation in science while you enjoy lots of field opportunities to build expertise for careers that connect with conservation and restoration of biodiversity and habitats.
- With your global mindset, your passion for travel and language, and your aspirations for an international career, you deserve a master's degree that will open up a world of possibilities. Focused 100 % on global management, the MGM prepares you to do business across borders and cultures with the dexterity you can't learn in a traditional business program.

GOOD EXAMPLES

- Social media and nightly news are filled with events touching on the Middle East and Islamic nations. But how many people understand the deep issues at hand? You can. With a minor in Arabic studies, you'll develop a cross-cultural understanding of Islamic civilization which will provide opportunities in the global workforce.
- Moment by moment, day by day and person by person, educators improve lives and strengthen communities. Wherever life takes you, an education degree prepares you to master new knowledge, communicate effectively and thrive in a world — and an economy — in which lifelong learning is key to success and happiness.

Secondary tactic

GREAT EXAMPLE

- Join one of the nation's top journalism schools, home to Arizona PBS, the largest media outlet in the world operated by a journalism school. You will work with world-class faculty in a variety of hands-on experiences, including digital media, broadcast news, innovation and entrepreneurship, audience engagement, public relations, and Spanish-language news.

GOOD EXAMPLE

- This certificate is designed for students in the Next Generation Service Corps or students in Army, Navy or Air Force ROTC.

Nuts-and-Bolts

Do not duplicate any other program content. All the other information pertaining to the program exists elsewhere.

You may use a colloquial name for your program here, because you want to keep the conversational style.

You may hyperlink text for ASU webpages in this field, but to point to a non-ASU site, you must use the full URL.

- Financial options are available [here](#) as well as at <https://studentaid.ed.gov/sa/types/grants-scholarships>.

You have a 50-word limit. Yes, just 50. (It's okay. You can do this!)

When you complete the paragraph, read it twice; first to make sure it's readable and catchy enough and again to make sure it's not too flippant or brash.

Need Help?

1. [Call on the marketers](#) in your school or college for expert help crafting the right kind of language.
2. Also, familiarize yourself with the [ASU brand and platform](#) and the ASU [language](#) guidelines.

Numerals

See [Punctuation and Symbols](#), [Word List](#).

Spell out *one* through *nine*.

- four-year option
- five minutes
- eight-hour day
- three credit hours

Always use figures for *units of measure*, *ages*, *temperatures* and *measures*, even for numbers less than 10.

- She was 6 years old when she decided she wanted to be a Sun Devil.
- He lived just 3 miles from ASU's West campus.
- It was minus 3 degrees when she checked the thermometer. It was 3 degrees below zero at the time.

Spell out a number at the beginning of a sentence except for calendar years.

- Twenty people registered for the seminar.
- 1976 was a very good year.

Spell out casual references.

- ASU attracts thousands of international students each year.
- He walked a quarter of a mile.

Do not use both a word and numeric version of the numeral in a sentence.

- Choose one of the sessions.
- Not: Choose one (1) of the classes.

A numeral-and-letter combination may start a sentence.

- 3D metal printing seminars are scheduled in July. (Note *3D* has no hyphen.)

Adjectives

Use the following in numeric references:

- fewer, fewer than
- greater, greater than
- less, less than
- more, more than

Reserve *above*, *below*, *higher*, *over*, *under* for spatial references.

Decimals

Use a decimal point and numerals.

For amounts less than one, add a zero before the decimal point and use the singular form of the measurement.

- 0.35 meter
- 0.55 cubic foot
- 0.75 kilometer

For grade point averages, include the hundredths place unless there are special circumstances.

- GPA of 2.00

Grade Levels

Use the numerals with a dash and no spaces.

- The program is designed for teachers of grades 7-12.
- The endorsements are for grades K-12 unless otherwise indicated.
- The pathway is designed for preK-12 teachers.

Ordinals

Spell out *first* through *ninth* and use figures for *10th* and above, unless the nonstandard ordinal is part of an official name or title.

Do not use superscript formatting.

- First Street, 7th Fleet, 1st Sgt.
- Not: 2nd, 10th

Percent

In most cases, use % when paired with a numeral.

Use whole figures and decimals for percent and percentages.

- 2.5%
- 10 %
- 4 percentage points

For a range of percentages, use *to* and *and* rather than a hyphen and spell out *percent*.

- 12 to 15 percent
- between 12 and 15 percent

In casual uses, use words.

- The latecomer had zero percent chance of being first in line.

Phone Numbers

See [Formatting](#).

Phone numbers are to appear with only figures and hyphens.

Do not use parentheses.

Offset extensions with a comma.

- 480-555-5555, ext. 21

BUT: **When editing programs in PeopleSoft**, use / instead of the first hyphen to ensure proper appearance of phone numbers.

- 480/555-5555. (It will appear as 480-555-5555 when the site is live.)

Ratios

Use figures and hyphens, without spaces between.

Always include *ratio* or another noun with the figures.

- 22-to-1 student-to-faculty ratio
- a majority of 7-to-3

Punctuation and Symbols

This section is a reminder of issues that tend to cause confusion. It includes ASU exceptions to AP style.

Ampersand

Always use an ampersand when it is part of the formal name of an external organization.

- AT&T
- U.S. News & World Report

ASU units do not use the ampersand in their names.

Do not use the ampersand to represent the word *and* except for some accepted abbreviations:

- B&B

Asterisk

Only use this to refer the reader to a footnote placed below a list of courses to clarify pertinent information about criteria.

Do not use an asterisk without adding the footnote.

In the footnote, do not insert a space between the asterisk and the note.

At Symbol

The use of @ in the following names appearing in ASU Academic Catalog information on Degree Search is an exception to the ASU writing style guide: *ASU@Cochise*, *ASU@Lake Havasu*, *ASU@Pima*, *ASU@Pinal*, *ASU@The Gila Valley*, *ASU@Yavapai* and *ASU@Yuma*.

Comma

Comma in a series

ASU style does not recognize the Oxford comma (or Harvard comma).

Do not use a comma before the conjunction in a simple series unless it is necessary to avoid confusion.

- The flag is red, white and blue.
- He would nominate Tom, Dick or Harry.

However, place a comma before the concluding conjunction in a series if an integral element of the series requires a conjunction. Also use a comma before the concluding conjunction in a complex series of phrases.

- The main points to consider are whether the athletes are skillful enough to compete, whether they have the stamina to endure the training, and whether they have the proper mental attitude.

Comma with essential clause

An essential clause is one that cannot be removed without altering the meaning of the sentence.

Do not offset an essential clause with a comma.

The example below demonstrates that if there is more than one coach at the school, the coach's name is essential for clarity so it must not be offset from his occupation with a comma.

- The basketball coach John Doe and the team will be at the reception.
- Not: The basketball coach, John Doe, and the team ...

Comma with a nonessential clause

A nonessential clause is one that may be eliminated without altering the meaning of the sentence. A nonessential clause must be offset with a comma.

In the example below, there is only one head basketball coach, so his name is not essential to the sentence and it is offset from his occupation with a comma. A comma should also follow his name.

- The head basketball coach, John Doe, and the team will be at the reception.

Comma with a semicolon

Use semicolons to separate elements of a series when the items in the series are long or when individual segments contain material that requires commas.

- The winners of this month's contest are from Springfield, Illinois; Alamogordo, New Mexico; Memphis, Tennessee; and Wichita, Kansas.

Em Dash, En Dash, Hyphen

Em dash

Use sparingly.

An em dash creates an emphatic separation or an abrupt change, marks a series within a phrase, and adds emphasis to the text that follows.

Always use a space before and after the symbol.

- ASU — one of the top universities in the world

When editing degree programs in PeopleSoft, use three dashes to represent an em dash. (The system cannot decipher an actual em dash.)

En dash

An en dash connects things related to each other by distance.

Also use it to indicate a range, such as between dates, times or numbers, except when the words *to*, *or*, or *and* are preferable.

Do not include a space before or after the symbol.

- 2014–15
- 10 a.m.–noon
- 1–2 p.m.
- April 16–May 12

When editing degree programs in PeopleSoft, use a double dash to represent an en dash. (The system cannot decipher an actual en dash.)

Hyphen

See [Word List](#).

The fewer hyphens the better; use them to avoid confusion and when the word that follows is capitalized.

- loose-knit group
- pre-Columbian
- pre-Socratic
- recover (regain)
- re-cover (cover again)
- reform (improve)
- re-form (form again)
- resign (quit)

- re-sign (sign again)
- small-business owner
- tax code changes

In general, no hyphen is needed if the **compound modifier** is commonly recognized as one phrase, and if the meaning is clear and unambiguous without the hyphen.

- climate change report
- English as a second language
- public land management
- second language acquisition
- special effects embellishment
- third grade teacher

Do use a hyphen if it is needed to make the meaning clear and avoid an unintended meaning:

- better-qualified candidate
- French-speaking people
- free-thinking philosophy
- little-known theory
- small-business owner

Hyphenate **well- combinations** before a noun, but not after:

- a well-known judge
- the judge is well known

Never use a hyphen when the leading word **ends with *ly***.

- early morning traffic
- nationally ranked
- Not: nationally-ranked

Other **specific exceptions**:

- 15 credit hour program
- 40 to 60 credit hour program
- any combination that depicts dual heritage, immigrant nationalities, and ethnic groups, such as *Asian Pacific American* (an exception to the ASU writing style guide)
- LEED rating levels: *LEED certified, LEED Gold certified, LEED Silver certified, LEED Platinum certified*

Prefixes that generally require hyphens include *self-*, *all-*, *ex-*, and *half-*.

Nouns, adjectives and verbs that indicate **occupation or status** retain the hyphen:

- co-author
- co-chairman
- co-founder
- co-owner
- co-pilot
- co-owner

Avoid **duplicated vowels** (except double-e; see below) and **tripled consonants**.

- anti-intellectual
- shell-like

Do not hyphenate **double-e combinations** with *pre-*, and *re-*.

- preeminent

- preempt
- preestablish
- preexisting
- reelect
- reenter
- reestablish
- reexamine

Suffixes that generally require hyphens include *-free*, *-based*, and *-elect*.

Preferred spellings:

- biomedicine, biomedical
- better-qualified candidate
- changemaker
- decision-maker
- English as a second language
- first-year
- high-achieving student
- internet-based claim
- prehealth
- prelaw
- premedical
- preveterinary
- ratio of 23-to-1
- second language requirement
- small-business person
- state-of-the-art
- student-to-faculty ratio
- high-quality coursework

Exclamation Mark

Do not use this written form of shouting.

Overuse dilutes the intended effect and creates a loss of credibility.

Convey tone and emphasis through appropriate word choices.

Parentheses

See [Language, Word List](#).

Do not use parentheses when constructing words as a way to offer a choice to readers, as in *test(s)*.

Rewrite for clarity.

- Applicants should be sure to take all the required entrance exams.
- An applicant must take the required entrance exam.
- Not: Be sure you take the required entrance exam(s).

Quotation mark

Use double quotation marks for direct quotes and single quotation marks for quotes within quotes.

Place periods and commas within quotation marks.

Place the dash, semicolon, question mark and exclamation point within quotation marks only when they apply to the quoted material. When they apply to the whole sentence, they appear outside the quotation marks.

Do not use quotation marks around words or letters to call attention to them; however, do place a letter grade between quotation marks.

- All courses must be completed with a minimum grade of “C” (2.00 on a scale of 4.00).

Superscript

Avoid using superscript letters; use the same size type as the numeral.

- 3rd base; 10th floor
- Not 3rd base; 10th floor

Symbols

See [Abbreviations](#), [Language](#), [Word List](#).

Do not use & in text to represent the word *and*, even for official ASU unit names.

Do not use symbols such as / or () to form alternative word constructions: *and/or*, *Chicana/o*, *college/school*, *he/she*, *Latina/o*, *test(s)*.

Instead, rewrite the statement for clarity and power using more precise phrasing.

- Before: Students will want to take the SAT and/or ACT test(s).
- After: Students will want to take the SAT test or ACT test or both.

However, use / only in approved abbreviations for concurrent and accelerated programs.

Reminder: Do not abbreviate the area of concentration.

- MUEP/MA in sustainability.

Titles

Academic

See [Abbreviations](#).

Academic titles indicate levels of formal education achieved.

Capitalize and spell out formal academic titles such as *chancellor* and *provost* only when they precede a person's name.

- Chancellor Jones
- Provost Smith

Use lowercase elsewhere.

- Jones, who is chancellor of the university
- Smith, who was appointed provost

If mention of an earned degree is necessary to establish someone's credentials, use a phrase instead of an abbreviation.

Do not precede a name with a degree courtesy title and then follow the name with the degree abbreviation.

- Dean Jones has a doctorate in psychology.
- Dean Jones, who earned a PhD in psychology.
- Michael Crow, president of the university, spoke Wednesday.
- Michael Crow, who earned his PhD in public administration, is the president of the university.
- Not: Dr. John Smith presents many seminars.
- Not: The acclaimed author is Doctor Jane Doe, EdD.

Courtesy

In general, confine capitalization to formal titles used directly before an individual's name (see **Formal**, below).

Use lowercase and spell out titles when they are not used with an individual's name.

Use lowercase and spell out titles in constructions that set them off from a name by commas.

- The director issued a statement.
- The pope gave his blessing.
- The vice president, Nelson Rockefeller, declined to run again.

Formal

A formal title generally is one that denotes a scope of authority, professional activity or academic activity.

Capitalize formal titles when they are used immediately before one or more names.

- Pope Benedict XVI
- President Abraham Lincoln

Occupational

Other titles serve primarily as occupational descriptions, and these titles are not capitalized except at the beginning of a sentence or in a salutation.

- Astronaut John Glenn was the first American to orbit the earth.
- Attending the event was astronaut John Glenn, among others.
- Dear Professor, I loved your course.
- John Doe is a chemistry professor at ASU.

Word List

This section provides clarification of words and phrases used in ASU communications. It includes exceptions to AP style. See the ASU writing style guide for a more comprehensive list.

/, () Do not use these symbols with words, such as *and/or* and *tests(s)*. See [Language](#). See [Punctuation and Symbols](#).

admission, Admission Singular in all references to academic admission. Not *admissions*. The names of the ASU offices are *Admission Services*, *Graduate Admission Services*, and *International Admission Services*. See [Capitalization](#).

- John completed the steps for admission to ASU.
- The admission office assists prospective students with the admission process.
- Students can obtain the undergraduate admission application online.
- Graduate admission services are available in person Monday through Friday.
- Graduate Admission Services is in the Student Services Building.

advisor AP Stylebook variance for academic instances.

- undergraduate advisor
- special advisor to President Crow

AACP, American English and Culture Program Renamed *Global Launch*. Global Launch runs two programs: *Intensive English Program* and *ASU-USA Pathways*.

American Indian, Native American Not *Indian* which refers to the peoples and cultures of the nation of India.

and/or Not acceptable. Rewrite the statement using more precise phrasing. See [Language](#). See [Punctuation and Symbols](#).

associate degree Do not use *'s*; not *associate's degree*. This is a variance with *bachelor's degree*, *master's degree*. See [Abbreviations](#).

ASU-USA Pathways See **Global Launch**.

changemaker

check sheet Two words.

Chicano, Chicana Not *Chicanx*. Follow AP style guidelines: Chicano --- A term that Mexican Americans in the U.S. Southwest sometimes use to describe their heritage. Use only if it is a person's preference.

classwork One word.

co- Most words with this prefix spelled without hyphens: *coeducational, coaxial*. Exceptions, according to the AP Stylebook, include "forming nouns, adjectives and verbs that indicate occupation or status": *co-author, co-defendant, co-pilot*. Consult Webster's New World Collegiate Dictionary, Fifth Edition, unless the text references an ASU department's website where traditional hyphenation is still used. See [Punctuation and Symbols](#).

coursework One word.

courseware One word.

credit hours This is the preferred term, not *semester hours* or *credits*.

cross-disciplinary

curriculum vitae (s.), **curricula vitae** (pl.)

cutting edge Considered trite. Avoid if possible.

data Singular for general audiences; plural in scientific and academic writing.

- The data is sound.

decision-makers, decision-making Hyphenate in all uses.

eAdvisor Do not capitalize the first letter, even at the beginning of a sentence. The trademark symbol is not allowed on the eAdvisor™ platform, so it is not used on any reference in copy for the ASU academic catalog (an exception to the ASU writing style guide).

- Academic progress reports are sent through eAdvisor.
- eAdvisor is a new tool to help ASU students succeed.

e.g., It means *for example*. Periods and comma required.

email Not hyphenated. Capitalized only at the beginning of a sentence. Use a hyphen with other e-terms: *e-book, e-business, e-commerce, e-newsletter, e-reader* (but not *eAdvisor*).

emeritus (s.), **emeriti** (pl.) Gender neutral, it applies to male and female. *Emerita* is incorrect.

- Jane Doe is a professor emeritus of journalism.

English as a second language Do not hyphenate either as a noun or adjective. Spelled on first reference and abbreviated as *ESL* on subsequent references. Not capitalized.

- She was an instructor of English as a second language.
- That is an English as a second language program.
- The student was enrolled in the ESL program. [second reference]

English for Speakers of Other Languages and **ESOL** Spell out on first reference; use the initialism thereafter.

- Not: English for Speakers of Other Languages (ESOL)

faculty (pl.) This is a collective noun. For singular reference, use *faculty member* or *member of the faculty*.

- The school's faculty are expected to hold office hours each week.
- ASU has three Nobel Laureate faculty members.
- The professor recently joined the ASU faculty.

fewer than, less than Use *fewer than* for individual items; use *less than* for bulk or quantity. See [Formatting](#). See [Numerals](#).

- The room had fewer than 50 chairs available. (individual items)
- The entrance fee was less than \$100. (an amount)

freshman Use the gender-inclusive *first-year student* when referring to admission status and *freshman* to indicate class standing.

full time, full-time (adj.) Hyphenate only when used as a compound modifier.

- Doctoral students are required to commit full time to the program.
- He has a full-time job.

General Studies Always capitalized.

Global Launch Formerly *American English and Culture Program*. Global Launch runs two programs: *Intensive English Program* and *ASU-USA Pathways*.

GPA Uppercase, without periods in all references including first reference. Include two decimal places.

- GPA of 2.00

grades Place the letter between quotation marks, with its grade point value in parentheses with the grading scale: *"A" (4.00 on a 4.00 scale)*. This is an exception to not using quotation marks to call attention to words or letters.

See [Punctuation and Symbols](#).

greater than, more than; over Use *greater than* or *more than* in numeric references. Use *over* in spatial relationships. (This is an AP Stylebook variance.) See [Formatting](#). See [Numerals](#).

- There are more than 500 students attending the event.
- The plane flew over the city.

halftime (n.), **half-time** (adj.) One word only in sports copy for intermission between halves of a game or competition. Hyphenate the adjective.

half the time, half time (idiom) Very often.

health care Two words, except in official degree names and course titles.

his/her; s/he; Chicana/o, Latina/o Not acceptable. Rewrite the statement using precise writing. See [Language](#). See [Punctuation and Symbols](#).

iCourse Do not capitalize, even at the beginning of a sentence.

i.e., It means *that is*. Periods and comma are required.

Indian Country Capitalized. Term used by tribes and U.S. government referring to tribal lands within tribal jurisdiction.

Indian Nations Capitalized. General term widely used by tribes and federal government.

indigenous Do not capitalize, except in official titles such as academic course titles.

InMAC Induction, Master of Education and Arizona Certification (InMAC). Spell out on first reference, and include the parenthetical description of the acronym. The acronym may be used in subsequent references.

- The Induction, Master of Education and Arizona Certification (InMAC) program provides an alternative pathway to... [*first reference*]
- The InMAC program also features... [*subsequent references*]

Intensive English Program See [Global Launch](#).

interdisciplinary Connotes cooperation between disciplines. Use *transdisciplinary* to connote transcending the boundaries of disciplines.

internet Not capitalized.

iOS Do not capitalize, even at the beginning of a sentence.

iPOS, POS Interactive plan of study, plan of study (for graduate students). Spell out the phrase on first reference and use the initialism or *the plan* thereafter. Do not use parentheses. See [Abbreviations](#).

- A plan of study maps the requirements for completion of a degree program.
- The student's POS is submitted electronically and revised interactively through iPOS in My ASU.
- The plan submitted through iPOS becomes the student's official POS.

knowledge building This is not hyphenated.

- knowledge building enterprise; knowledge building theory
- The basic premise of the *knowledge building approach* is that, although achievements may differ, the *process of knowledge building* is essentially the same across the ...

Latino, Latina Follow AP style guidelines: "Latino, Latina --- *Latino* is often the preferred noun or adjective for a person from, or whose ancestors were from, a Spanish-speaking land or culture or from Latin America. *Latina* is the feminine form. Some prefer the recently coined gender-neutral term *Latinx*, which should be confined to quotations, names of organizations or descriptions of individuals who request it and should be accompanied by a short explanation: *Hernandez prefers the gender-neutral term Latinx.* For groups of females, use the plural *Latinas*; for groups of males or of mixed gender, use the plural *Latinos*. *Hispanics* is also generally acceptable for those in the U.S. Use a more specific identification when possible, such as *Cuban, Puerto Rican, Brazilian* or *Mexican American*."

leading edge Considered trite. Avoid if possible.

less than, fewer than Use *less than* for bulk or quantity; use *fewer than* for individual items. See [Formatting](#). See [Numerals](#).

- The entrance fee was less than \$100. [*an amount*]
- The room had fewer than 50 chairs available. [*individual items*]

LGBT, LGBTQ Follow AP style guidelines: "LGBT, LGBTQ --- Acceptable in all references for *lesbian, gay, bisexual and transgender*, or *lesbian, gay, bisexual, transgender* and *questioning* or *queer*. In quotations and the formal names of organizations and events, other forms such as *LGBTQIA* and other variations are also acceptable with the other letters explained. *I* generally stands for *intersex*, and *A* can stand for *asexual* (a person who doesn't experience sexual attraction), *ally* (some activists decry this use of the abbreviation for a person who is not *LGBT* but who actively supports LGBT communities) or both. Use of *LGBT* or *LGBTQ* is best as an adjective and an umbrella term. Don't use it, for instance, when the group you're referring to is limited to bisexuals: *Walters joined the LGBTQ business association.* *Queer* is an umbrella term covering people who are not *heterosexual* or *cisgender* and is acceptable for people and organizations that use the term to identify themselves. Do not use it when intended as a slur."

living and learning community, living-learning Not capitalized.

lower division (n.), lower-division (adj.) Hyphenate when used as a compound adjective.

- lower-division coursework

- coursework in the lower division

MAC Master of Education and Arizona Certification (MAC). Spell out on first reference, and include the parenthetical description of the acronym. The acronym may be used in subsequent references.

- In the Master of Education and Arizona Certification (MAC) program, students take classes at an ASU campus... [*first reference*]
- Students in the MAC program receive dual Arizona teacher certification... [*subsequent references*]

Maricopa to ASU Pathways Program, MAPP, Maricopa-ASU Pathways Program

- When referring to a student's pathway to ASU, use the version with the word **to**.
- Spell out the full name of this program on first reference. It may be abbreviated in subsequent references. Do not show the initialism in parentheses after the first reference.
- When referring to the institutional partnership, use the hyphenated version.

markup (n.), **mark up** (v.)

Mayo Clinic No **the**.

- the agreement with Mayo Clinic

me3 A mobile app for eAdvisor. Do not capitalize, even to begin a sentence.

- Students use me3 to explore college degree programs that align with their interests that helps them plan the courses to take that will best prepare them for success at the university.
- me3 is an online tool that can help middle and high school students prepare for college.

more than, greater than; over Use **more than** or **greater than** in numeric references. Use **over** in spatial relationships. (This is an AP Stylebook variance.) See [Formatting](#). See [Numerals](#).

- There are more than 500 students attending the event.
- The plane flew over the city.

multidisciplinary Connotes cooperation between disciplines. Use **transdisciplinary** to connote transcending the boundaries of disciplines.

Native American, American Indian Not *Indian*, which refers to the peoples and cultures of the nation of India.

non- Most words with this prefix are now spelled without a hyphen. Do not use a hyphen before words that can be understood if **not** is used with them, but use a hyphen before proper nouns or in awkward combinations. Consult Webster's New World College Dictionary, Fifth Edition.

- nonacademic
- nondegree, nondegree-seeking
- nonprofit
- nonstudio
- nonthesis
- non-American

- non-English-speaking

Orientation, orientation The title of the new-student event for first-time freshmen is *ASU New Student Orientation*. Other orientation programs at the university are capitalized only in their full titles. Use lowercase for *orientation* in subsequent references.

over; greater than, more than Refer to spatial relationships with *over*. Use *more than* or *greater than* in numeric references. This is an AP Stylebook variance. See [Formatting](#). See [Numerals](#).

- The plane flew over the city.
- Their salaries went up more than \$20 a week.

part time, part-time Hyphenate only when used as a compound modifier.

- Students working part time may prefer evening programs.
- That is a part-time position.

percent, percentage In casual uses, use words rather than figures and numbers. Use the % symbol when paired with a numeral. For a range of percentages, *to* or *and*, are all acceptable. See [Numerals](#).

- The latecomer had a zero percent chance of being first in line.
- The school's enrollment increased 3.1% from a year ago.
- Nearly 40% of the class was offered a chance to participate.
- The rancher reported 75% of his trees were infested.
- 12% to 15%; between 12% and 15%

policy maker, policymaking No hyphen.

POS, iPOS Plan of study; interactive plan of study (for graduate students). Spell out the phrase on first reference and use the initialism or *the plan* thereafter; do not use parenthesis. See [Abbreviations](#).

post- Most words with this prefix are now written without a hyphen. Consult Webster's New World Collegiate Dictionary, Fifth Edition, unless the text references an ASU department's website where traditional hyphenation is still used, in which case follow the department's style. Exception: *post-master's*. See [Punctuation and Symbols](#).

- postbaccalaureate
- postdoctoral
- postgame
- postgraduate
- postproduction
- But: post-master's certificate program
- Not: postmaster's certificate

pre- Do not hyphenate, including double-e combinations, unless the word that follows is capitalized. Consult Webster's New World Collegiate Dictionary, Fifth Edition, unless the text references an ASU department's website where traditional hyphenation is still used, in which case follow the department's style. See [Punctuation and Symbols](#).

- precalculus

- pre-Columbian
- preelection
- preeminent
- preempt
- preestablish
- preexisting
- pregame
- prehealth
- preK-12
- prelaw
- premedical
- preprofessional
- prerequisite
- preveterinary

problem-solving Hyphenate in all uses.

re- Do not hyphenate, including double-e combinations, unless the word that follows is capitalized. For many words, the sense is the governing factor; use a hyphen unless the hyphen would distort the sense. Consult Webster's New World Collegiate Dictionary, Fifth Edition, unless the text references an ASU department's website where traditional hyphenation is still used, in which case follow the department's style. See [Punctuation and Symbols](#).

- recover (regain), re-cover (cover again)
- reelect
- reform (improve), re-form (form again)
- reemerge
- reemphasize
- reemploy
- reengage
- resign (quit), re-sign (sign again)

Regents Professor Capitalized. No apostrophe.

RN to BSN Not RN-BSN.

second language No hyphen. See [Punctuation and Symbols](#).

- The student knows English as her second language.
- This degree program has a second language acquisition criterion.

semester hours Preferred term is *credit hours*.

skill building, skill-building Not a formally recognized word. Follow AP style and rewrite the statement using some variation of *learning a skill*.

- exercises that enable students to *learn skills* appropriate to the field

startup One word.

STEM Acronym for science, technology, engineering and mathematics. May be abbreviated in all instances.

TAG Transfer Admission Guarantee. Spell out the name of this program on first reference; abbreviate in subsequent references. Do not show the initialism in parentheses after the first reference.

test-taker

theater Use this spelling unless it is part of a proper name containing the word *Theatre*.

3D No hyphen. A numeral-and-letter combination such as this may start a sentence. See **2D-3D**, below.

- 3D metal printing seminars are scheduled in July.

Thunderbird School of Global Management, a unit of the ASU Knowledge Enterprise On first reference, it must be referred to in full.

TOEFL Formerly *Test of English as a Foreign Language*. Use the initialism.

top tier (n.), **top-tier** (adj.)

toward American English. Not *towards* (British).

transdisciplinary Connotes transcending the boundaries of traditional disciplines.

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2D-3D A numeral-and-letter combination such as this may start a sentence. See **3D**, above.

upper division (n.), **upper-division** (adj.) Hyphenate when used as a compound adjective before a noun; otherwise, with the individual words in a normal order, there is no hyphen.

- upper-division coursework
- coursework in the upper division

U.S. Used as a noun or adjective for United States and acceptable on first reference. Use periods.

U.S. News & World Report Use periods, ampersand.

USA No periods.

vita (s.), **vitae** (pl.)

web, the web Short form of *World Wide Web*. Do not capitalize.

webcam, webcast, webfeed, webform, webinar, webisode, webmaster, webpage, website Single words, lowercase. But:

- web address
- web browser
- web host
- web style