**Exam Corrections**

**L12 II Professional Writing**

Unfortunately, I cannot reply to all the e-mails I receive regarding the correction of the second-year professional writing exams. Below is a compendium of the most prevalent mistakes.

**Copywriter**

You are writing on behalf of Acme Travel, not on behalf of Resonance Consulting.

**Audience**

This is a B-to-C newsletter or a C-to-C newsletter based on the session! **It is not a travel package**! **It is not a promotional advertisement!**

**Subject Line**

The subject line should engage the readers and invite them to open the e-mail. As indicated during class and in the exam question, ethical impact should have been the focus because all research shows that travel packages with an ethical impact on the local environment build loyalty with this target group. A question format is often the most effective.

**First Paragraph**

The first paragraph should define a problem that the target faces and can identify with. It has to catch their attention. One problem could be that booking platforms do not provide the right assistance to ensure that the travel packages that millennials craft on their own actually have an ethical impact on the local economy. The paragraph should also build your credibility (ethos) and define an informal relationship with the reader (using the second person).

**Second Paragraph**

The second paragraph is all about value. What valuable information are you providing to help millennials with the problem you discuss in the first paragraph? You were asked to concentrate on ethical impact and weave that theme into the value you are adding.

**Click-through**

You should have one click-through with free advice/suggestions.

**Copy and Paste**

The research provided was not meant to be copied word for word. You were supposed to **analyze** the information and **evaluate** how it could help energize the local economy in a travel context. If you copy and paste without citing the source, it is **plagiarism**!

**Grammar, Syntax, Punctuation and Style**

Many students are still struggling with basic grammar, syntax and punctuation.