**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. Please read this document carefully. **Most students failed because they did not write a newsletter**.

**Type of Document**

A newsletter **is not a travel package** (although it may contain one as an example of your solution)! **It is not a promotional advertisement!** The purpose of a newsletter is to provide useful information that helps your subscribers solve a problem.

**Headings**

You must provide the appropriate headings.

**Subject Line**

The subject line should engage the readers and invite them to open the e-mail. As indicated during class, the subject line should refer to the problem you are trying to solve for your audience. A question format is often the most effective.

**Titles/Sections**

Titles should be used for each section to allow the reader to quickly identify the information. They also serve to break up the text into digestible chunks.

**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 (for B-to-C). Another problem could be that travel agencies have lost business because millennials prefer to book online (B-toB). The paragraph should also build your **credibility** (ethos) and define an **informal relationship** with the reader (using the second person singular).

**Second Paragraph**

The second paragraph is all about value. What valuable information are you providing to help your subscribers 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. **A click-through does not mean inviting the reader to visit your website!**

**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.