**Exam Corrections**

**L12 I Professional Writing**

Unfortunately, I cannot reply to all the e-mails I receive regarding the grading of the first-year professional writing exams. Below is a guide to help you understand your mistakes and prepare for the exam.

**Assignment**

You were asked to write solution for a business proposal that was predicated on a **branding strategy** for a city. **You were not asked to write a travel app**! If you did, it means that you memorized the question for last year’s exam and did not read the question!

**Online Resources**

**I strongly urge you to attend class**. However, the materials presented and explained in class are all available on the University Teams platform.

**How to Structure a Rebranding Strategy**

A branding strategy has discreet parts. You were only asked to provide the solution.

**Stakeholders, Hardware, Software and Brand Positioning Expression**

If you do not have a clear understanding of these key concepts, you cannot write an effective branding strategy! Please refer to the following resources

*-* Place Branding – Video

- Branding Erie Peninsula – Article

- What a Taxi Driver Can Teach You About Place Branding - Video

**Millennial Travel Preferences**

In order to brand a city for millennials, you must know what their travel preferences are. Please consult the article on millennials. Again this is available on the Teams platform.

**Plagiarism**

The research provided was not meant to be copied word for word. You were supposed to use the information to develop your strategy in your own words. If you copy and paste without citing the source, it is **plagiarism**! Any and all forms of plagiarism result in the immediate disqualification of your exam. **That includes not using quotation marks for in-text citations**.

**SMART Solution**

You were asked to provide a SMART solution, which means that it is aligned with the problem, it is measurable and time-bound.

**Grammar, Syntax, Punctuation and Style**

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