**Exam Corrections**

**L12 II Copywriting Exam**

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

**Assignment**

You were asked to write a **one-day** (not multiple days) travel package. If you submitted a newsletter, you automatically failed the exam. **I did not ask for a letter of any type**. **I did not ask for a travel guide** with suggestions about what to do, see, etc. If you used the imperative or a modal verb expressing possibility (can, could, may, or might), this is usually incorrect in that this is a travel package not a guide. The future simple should only be used to express expected outcomes, such as emotions, etc. The question clearly asks you to write only the travel package.

**Visual Layout and Organization**

Your travel package should be organized and have a clear visual layout that allows the reader to understand how the day is structured, e.g., Morning, Afternoon, Evening. Headings are one appropriate way to do that.

**Copy and Paste**

The research provided was not meant to be copied word for word. You were supposed use the information to develop you package 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. This was clearly stated on the exam.

**Grammar, Syntax, Punctuation and Style**

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

**Vocabulary**

You are expected to incorporate appropriate terminology, gleaned from the many resources made available in the course material.