**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 a branding strategy for a city. **You were not asked to write a travel guide**!

**Online Resources**

**I strongly urge you to attend class**. However, the materials presented and explained in class are all available on the University e-learning Platform at[.](https://online.unimc.it/auth/RepositoryEntry/803635200/CourseNode/98384377705097)

**How to Structure a Memo**

A memorandum has discreet parts. Please refer to the video on OpenOlat entitled *How to Write a Perfect Memo*.

**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 on OpenOlat:

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 Millennials in **Lesson 11**.

**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.

**Grammar, Syntax, Punctuation and Style**

Many students are still struggling with basic grammar, syntax and punctuation. Please consult the two PowerPoint presentations on OpenOlat regarding writing mechanics.