

FACULTY SPECIFIC

WRITING STYLE GUIDE

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THE UNIVERSITY OF BRITISH COLUMBIA

Faculty of Pharmaceutical Sciences

INTRODUCTION

In addition to UBC's [Editorial Style Guide](#) from UBC Brand and Marketing, the Communications & Marketing Team in the Office of the Dean refers to several style considerations when creating written content for the Faculty.

The considerations apply to writing for external communications and marketing uses. Examples: newsletter articles, website content, social media posts, and event programs.

Faculty

- Always capitalize “faculty” when referring to the Faculty of Pharmaceutical Sciences at UBC.
 - *The Faculty is the only school of pharmacy in BC.*

Program Names

- Capitalize program names, but only the proper name component.
 - *UBC Certificate on Teaching in Higher Education*
 - *Scholarship of Teaching and Learning (SoTL) Leadership program*

Degree Names

- Do not capitalize degree names.
 - *BSc in pharmacy*
 - *PhD in chemistry*
 - *bachelor's degree in science*

NOTE

When referring to the degree in a program name context, use CAPS.

- *Entry-to-Practice PharmD program*

Residency

- Do not capitalize “residency” unless in a program name context.
 - *I completed a community pharmacy residency at UBC.*
 - *When applying to the Community Pharmacy Residency, ensure that your application is complete.*

Department/Unit Names

- Capitalize names of departments, units and similar entities.
 - *Department of History*
 - *Office of Educational Support and Development*

Position Titles

- Do not capitalize position titles in sentences.
 - *Jim Galvão is the director of communications and marketing at the Faculty of Pharmaceutical Sciences.*

NOTE

It is okay to capitalize position titles if they are stand-alone bullet points or descriptions in non-sentence contexts. An example would be business cards and email signature blocks (e.g., Jim Galvão, Director, Communications & Marketing).

eHealth

- Use "eHealth", NOT "e-Health" or other spellings.

health care vs. healthcare

- **health care:** the system
- **healthcare:** the act or service