Business School Blog
Due: Friday, October 30 at 11:59pm
Points Possible: 75

The KU School of Business maintains a blog and is looking for entries from current business students. Blog posts by students are used to recruit new students and encourage current students to take advantage of the opportunities available in the business school.

Your Task
Write a 450-550 word blog post for the business school blog.

Your blog post must:
- Have an effective title.
- Include at least 1 link to a website.
- Include at least 1 visual element; include a caption and photo credit.
- Cover 1 specific topic related to the KU School of Business.
- Include information about your experience or the experience of other students. Your blog should include new information about the student perspective (not be a summary of information already available on the website).

The best blog entries will be sent to Lauren Cunningham, communications director for the KU School of Business, for review. She will select the top posts to feature on the business school blog.

KU Business School Blog

Audience & Purpose
There are multiple audiences for the blog. These include prospective students, current students, faculty and staff, alumni, donors, and the general KU community. The purpose of the blog is to keep these audiences updated on the programs, students, faculty, staff, and alumni of the business school. The blog typically features posts written by students that describe the student experience in the business school and convey the value of business school classes and programs.

Effective Blog Posts
Blog posts are written with the inverted pyramid style, with the most important information in the first few paragraphs. The blog is written in a fairly conversational and less formal style, while still maintaining a professional feel. Proper attribution of facts and quotes is necessary for all blog posts. The best blog posts have an accompanying visual element. Blog posts typically use headings and/or lists to organize the information and keep the readers engaged.

Your Blog Post

Topic Selection & Evidence
An effective blog post covers a **specific topic**; avoid speaking generally about the business school or Capitol Federal Hall. Provide information in your blog to reach your target audience and project a positive image of the school. **An excellent blog will include information about your personal experience and the experience of other students in the business school**. Use examples from your own

experience in the school and interview other students to gather evidence. Most of the blog post should be in your own words; do not just list the questions and answers from an interview.

The first step is to select and narrow your topic. Topics students typically write about are listed below. As noted in the Business School Blog video (Module 5), this list includes general topics; your blog should focus on a specific topic within these broad categories.

Business Career Services	Business School Events
Academic Advising	Business School Resources
Business School Clubs & Organizations	Highlight a Class/Project/Professor
Past Study Abroad Trips	Benefits of Your Major

Citing Your Evidence
When you use sources (other than your own experience), make it clear where the evidence is from. List complete information for your source at the end of the blog and provide a link. If you take information from the KU School of Business website (or any other website), this must be cited.

Cite Secondary Sources in Your Blog Entry:
> According to a recent survey by the National Association of Colleges and Employers, communication skills are the most important skill for new graduates to demonstrate during an interview.

List Secondary Sources at the End of Your Blog Entry:
> Source: National Association of College and Employers, 2019 Employer Survey Results. *Available at* NACE.com/2019surveyresults

Cite Primary Sources in Your Blog Entry:
> Jamie Tyler, a sophomore finance major, participated in a mock interview with Business Career Services.

Cite Primary Sources at the End of Your Blog Entry:
> Jamie Tyler: Jamie.tyler@ku.edu

Visual Element
The blog assignment requires 1 visual element. Students frequently take their own photos at an event to use in their blog. Since many events are virtual and you may not be on campus this semester, feel free to use a relevant photo from the KU or business school website. Be sure to include a caption and photo credit.

Format: Submit your blog post to Blackboard as a word document. Use Times New Roman font (12 point) and single-spaced paragraphs. Follow the *KU School of Business Style Guide*, posted on Blackboard. Review the Business School Blog video on Blackboard (Module 5) for additional information about formatting your blog.

Grading: Review the *Business School Blog Rubric* on Blackboard.

To prepare for this assignment, read the articles below and recent entries on the business school blog:

Business School Blog: https://medium.com/@kubschool

http://blog.hubspot.com/marketing/how-to-write-blog-post-simple-formula-ht#sm.000180y94blcoe59zup1mv34c8h68

http://blog.hubspot.com/marketing/a-simple-formula-for-writing-kick-ass-titles-ht#sm.000180y94blcoe59zup1mv34c8h68

http://blog.hubspot.com/marketing/how-to-write-interesting-content#sm.000180y94blcoe59zup1mv34c8h68