



JOHN  MOLSON
SCHOOL OF BUSINESS

Revised naming convention

John Molson School of Business, Concordia University

May 2022

JMSB acronym - Background

- Since the renaming of our Faculty more than two decades ago, the John Molson community adopted the acronym of JMSB to refer to itself both to internal and external audiences.
- Following a series of brand reviews, we have learned that the **JMSB acronym is not immediately associated with the John Molson School of Business** for many stakeholders outside of the Montreal area.
- To enhance our reputation and build on the Molson family legacy, we want to reinforce our connection to the **John Molson** name.

JMSB acronym

- The Faculty and University Communications Services (UCS) have jointly decided to **phase out the usage of the JMSB acronym** in formal and external-facing instances, while keeping JMSB for internal use.

Revised approach to the Faculty name

- Instead of the acronym, the full Faculty name should be used in **formal instances**.
- To avoid using an unnecessary repetition of the school name, or if there is a need to use a shorter version, instead of using JMSB, we will now use '**John Molson**', '**the School**', or '**the Faculty**'.
- This effort is for all university-produced projects and communications.

Formal instances

Online

- News stories
- Event listings
- John Molson web page content such as program pages and forms
- Social media posts

Media outreach

- Research and news releases
- Expert lists

All designed materials intended for external audiences, for example:

- Recruitment brochures
- Advertisements
- Videos
- Annual reports
- Email campaigns

Speeches and speaking notes

Program and service names, for example:

- John Molson MBA Program
- John Molson Career Management Services

Informal instances (JMSB acronym welcome)

- In references to the Faculty as part of workflow tasks and applications
- In internal communications amongst colleagues, students and alumni
- By student groups and associations

Informal instances (con't)

- #IAmJMSB
- #WeAreJMSB
- Personal/social use of the JMSB acronym (amongst colleagues, or with students, for example)
- Note: On social media, a great percentage of our followers are either current students or alumni

For more information:

Katie Malazdrewicz

Communications Advisor, John Molson School of Business

K.Malazdrewicz@concordia.ca

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