COURSE SYLLABUS

Effective Business Writing (Self-Paced)

Level up your business communication with this comprehensive writing course. You'll learn to craft effective emails, make announcements, deliver bad news with tact, write polished formal letters, and put together persuasive proposals that get results.

For more information, visit
https://www.creativelive.com/classes/effective-business-writing-self-paced



support@creativelive.com • 302-217-6585

Course Outline

Writing Effective Business Communication

- Write Strong Sentences
- Organize Your Content
- Analyze Your Audience

Writing Email and Other Electronic Communication

- Write an Email
- Write Instant Messages and Text Messages

Writing Common Business Documents

- Write an Internal Announcement
- Write a Routine Request
- Write a Response to Routine Requests
- Write a Complaint
- Write a Positive Response to Customer Complaints
- Write Bad-News Messages

Writing a Business Letter

- Write a Business Letter
- Write a Thank-You Letter

Writing Business Proposals

- Persuade Your Audience
- Write an Executive Summary
- Use Visuals