COURSE SYLLABUS

Effective Business Writing

Sharpen your writing skills and enhance your business communication with this comprehensive business writing course. Learn how to write effective emails, make announcements, deliver bad news, write formal business letters, and create persuasive business proposals.

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



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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