COURSE SYLLABUS

Effective Business Writing Course (Self-Paced)

Bring your business communication to the next level with this comprehensive writing course. You'll discover how to craft effective emails, make announcements, deliver bad news with tact, write polished formal letters, and create persuasive proposals that get results.

> Group classes (Live Online) and onsite training are available for this course. For more information, email onsite@graduateschool.edu or visit: https://www.graduateschool.edu/courses/effective-business-writing-course-self-paced



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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