BUSINESS WRITING

BLOG
FAX
Cloud Computing
SOCIAL MEDIA

Description: This course addresses ways to identify your readers and to create messages that convey the appropriate tone for different reader roles. It also outlines how to write effectively for the three most common reasons for writing a business document – to inform, respond, or persuade. This course describes ways to make your writing more clear. Specifically, it covers the importance of using short, familiar words, appropriate connotations, concrete and specific language, and transitional words and phrases. The course also discusses ways to be more concise and explains some best practices for organizing content logically and appropriately. This course highlights the importance of editing and proofreading your business documents. It describes some key areas to consider when editing – like tone, structure, clarity, and accuracy. You will also explore ways to proofread effectively. In particular, you will find out about some of the most common grammatical, punctuation, and spelling mistakes that people make.

Title/Unit	Topics
Lesson 1 – Reader Characteristics & Roles	• Target Audience Characteristics • Your Relationship to the Reader
Lesson 2 – Effective Writing For Different Message Types	• Selecting the Message Type • Informative Messages • Responsive Messages • Persuasive Messages
Lesson 3 – Using an Appropriate Tone in Business Writing	• Why Your Tone is Important • Choosing the Appropriate Tone • Using the Appropriate Tone
Lesson 4 – Techniques for Writing Clearly	• Using Short, Familiar Words • Be Concrete and Specific • Using Appropriate Connotations • Revising Noun Clusters • Using Adjectives and Adverbs Sparingly • Using Transitional Words and Phrases
Lesson 5 – Techniques for Writing Concisely	• Concise Writing • Write Short Sentences • Avoid Unnecessary Words • Use Precise Verbs • Use the Active Voice • Writing Concisely
Lesson 6 – The Importance of Organizing Your Content	• Benefits of Organizing Content • Methods of Organizing Content
Lesson 7 – Introduction to Editing and Proofreading	• Benefits of Editing and Proofreading • How Editing and Proofreading Differ • Editing and Proofreading Techniques
Lesson 8 – Editing Effectively	• General Techniques • Accuracy and Completeness • Structure • Clarity • Conciseness • Tone
Lesson 9 – Proofreading Your Document	• General Techniques • Word Uses and Punctuation • Grammar and Spelling • Consistency • Proofreading a Document

What is Included

We are committed to providing quality training and support. Our training includes the following:

- **One Year Access-** All trainees will have 1year 24/7 access to training portal
- **Textbook(s) and authors:** Access to the online certification reference manuals
- **E-Reference Library-** One year 24/7 access to E-Reference library. This library will allow trainees to have access to additional reading books and materials in a variety of subject matters.
- **Exercises:** A series of exercises that will assess your comprehension and application of the principles covered in the course. Once you answer the assignment questions, you may compare your answers to the answer key and review any incorrect question subjects.
- **Lesson Quizzes/Tests:** Upon completion of each lesson and exercises, there is a lesson Quiz. These quizzes will assess your comprehension of the concepts covered within the lesson presentations. The grade achieved on these quizzes will be saved in your training portal so that you can track your progress as you take the course.
- **Final Exam:** Upon completion of all the activities in the course, there is a final exam. The exam will focus on all the material covered throughout the course, including reading assignments. The results achieved on the final exam will be saved in the grade section of your training portal for your review.
- **Exam Prep** To test your knowledge on the skills and competencies being measured by the vendor certification exam. Test Prep can be taken in either Study or Certification mode.

  - **Study Mode** is designed to maximize learning by not only testing your knowledge of the material, but also by providing additional information on the topics presented.
  - **Certification Mode** is designed to test your knowledge of the material within a structured testing environment, providing valuable feedback at the end of the test.
- **Technical Support** You will also have access to Instructional and Technical Support. Support may be reached as follows:
  - **Chat**: clicking the icon in the online classroom entitled, ‘Connect with Support.’ A help desk specialist is available Monday-Saturday via instantaneous chat mode.

    - Monday-Thursday 8am-11pm
    - Friday 8am-6pm
    - Saturday 11am-6pm

  - **E-Mail**: During those hours when online support is not available, instructional support will contact you within 24 business hours.

Call for a Complementary Cert Coaching Session 866-700-3636