

ENGLISH 300: INTRODUCTION TO PROFESSIONAL WRITING

Cr. 3

This course offers a detailed study of writing and speaking practices for effective communication in business, industry, the professions, and not-for-profit organizations. It combines analysis and praxis in composing and executing various messages in formats including letters, memoranda, reports, proposals, and oral presentations. It also emphasizes audience analysis, organizational strategies and motivational appeals, style, and language choice, format and appearance. Current issues include communication ethics, intercultural communication, electronic communication technologies in the workplace.

The PDF Footer