

# **Description and Objectives**

## **Course Description:**

"Apply writing principles to produce effective good news, bad news, sales, claims, persuasive, and job seeking correspondence."

## **Prerequisites:**

English 1A or equivalent college-level course

## **Course Objectives:**

1. To learn about communication theories and processes that apply to business organizations.
2. To be able to use communication to convey information and influence people favorably.
3. To know how to analyze and solve business communication problems.
4. To improve your ability to express yourself in writing.
5. To develop your skills in non-written communication, including speaking, listening, interviewing, and conducting meetings.
6. To learn about communication management and technological innovations in business communications.
7. To make you more employable in the business world.

## **Student Learning Objectives:**

1. I am able to compose an appropriate, effective letter presenting good news, bad news, sales, or persuasive content.
2. I am able to use informative and sales letters to convey information and influence people favorably.
3. I am able to develop and deliver a 3-5 minute presentation on a business-related topic.