



# PROF105: Business Writing

4.3.07

**Course Title:** PROF105: Business Writing  
**Course Length:** 1 day, general public  
**Instructional Methodology:** Instructor-led

*This class may be held in two-hour, half-day, or full-day segments and may be conducted at your location or on the UA campus. These classes are intended for the general public, but may also be customized for your company or organization based on specific training needs.*

**Course Description:** Write memos and letters that get the results you want. Create reports and proposals that make keep the wheels turning smoothly in your organization. Ensure that your business correspondence is a positive reflection on your company. Clear, persuasive, to-the-point business writing isn't difficult, but it requires knowing what questions to ask and how to answer them. Develop a better understanding of the underlying purpose of everything you write, and use this knowledge to persuasively deliver information to your supervisors, colleagues, clients, and customers. Learn to write less, say more, and communicate succinctly.

## Course Outline

### Writing – An Essential Career Skill

#### Characteristics of Business Writing

#### Four Keys to Effective Writing

- Identifying the Reader
- Establishing the Purpose
- Formulating the Message
- Selecting Style and Tone

#### Specifics for Workplace Writing

#### Collaborative Writing

#### Models for Collaboration

#### Guidelines for Successful Group Writing

#### Meetings

- Agendas
- Minutes

#### Group Writing Project

#### Memos

- Formats
- Protocols
- Legal Implications
- Style and Tone

#### Faxes

- Formats
- Protocols
- Legal Implications
- Style and Tone

#### E-mail

- Formats
- Protocols
- Legal Implications
- Style and Tone

#### Writing Letters

#### Business Letters

- Inquiry Letters
- Sales Letters
- Customer Relations Letters
- Special Request Letters