

MCOM 5500 Enhancing Your Executive Image in Business Communications | Executive Summary

Course:	MCOM 5500 Enhancing Your Executive Image in Business Communications
Credits:	2 credits
Prerequisites:	MBA Student

Description

Impression management refers to the process of controlling the impression one makes on others. Through proven communication strategies, people can increase their confidence, credibility, and professionalism by becoming aware of what they are communicating not only through their words, but through their bodies and behaviors. Participants will learn techniques to project an executive presence in all business situations. Assignments are often customized to the real-life career needs of each participant.

Objectives and Learning Outcomes

- Impression management—communicating your desired image at all times
- Communicating one-on-one with the best results
- Delivering both formal and informal business presentations
- Using persuasive strategies to influence others
- Writing business documents that are reader-friendly and professional
- Running efficient and effective business meetings
- Using technology wisely in business communication