

MCOM 5510 Persuasive Writing in Business

Executive Summary

Course: MCOM 5510 Persuasive Writing in Business

Credits: 2 credits

Prerequisites: MBA Student

Description

MCOM 5510 covers writing more effectively for business with an emphasis on persuasive techniques used in various types of writing, such as email, memos, letters, proposals, take-away documents, fact sheets, talking points, Q&As, and more. Course work focuses on using strategies that make writing easier and more effective by demonstrating confidence, professionalism and credibility in business writing.

The course integrates learning through small and large group discussions, in-class and out-of-class assignments and review of reading materials. Students customize assignments to create their own portfolios of written work to use in their careers.

Objectives

- Understand persuasive writing and how to communicate in writing with confidence, professionalism and credibility.
- Develop effective writing techniques in both formal and informal written communications.
- Design effective print materials, including memos, letters, talking points, fliers, fact sheets, Q&As and other documents relevant to your business settings.
- Understand how to effectively work in teams to develop written proposals and reports.
- Determine the advantages and disadvantages of various written communication techniques, as applied to specific business scenarios.

Learning Outcomes

- Demonstrate persuasive techniques in various written communications.
- Develop both formal and informal writing styles, appropriate to various business situations.
- Create a variety of written communication documents, using the advantages of each format.
- Use appropriate team skills in collaborating with others on written assignments.
- Develop a portfolio of usable written materials.