

**Course:** MCOM 5510 Persuasive Writing in Business

**Credits:** 2 credits

**Prerequisites:** MBA Student

### **Description**

MCOM 5510 combines instruction in effective business writing, along with instruction in effective persuasive techniques, that will help ensure you are persuasive, professional, and credible business writers. Since the goal of this class is to teach you to be most effective in your unique career paths, you will be asked to use and assess your own workplace communications throughout the class. You will leave the class with an individualized portfolio of common business document samples (emails, memos, letters, PowerPoint decks, take-away documents).

We will study organizational and design tactics that will make your business writing easier to write (and for others to read) and consequently more effective in accomplishing your goals. We will study persuasive techniques (argument-building, persuasive appeals, use of evidence, use of empathy, “weapons of influence,”). You will then use these strategies to create your own communication pieces based on your unique business needs.

Online instruction will be delivered through PowerPoint presentations, quizzes, and writing assignments. Extensive course packet will be text of course

### **Objectives and Learning Outcomes**

- Plan, write, and design polished, professional emails, memos, letters, proposals, decks, and other persuasive business forms of writing.
- Write credible messages that are tailored to the specific needs of an audience and situation.
- Realize the persuasive strategies most effective in specific writing situations.
- Understand the persuasive effect of presenting quantitative information and also appealing to audience logic or emotions.
- Efficiently and effectively write persuasive messages unique to your individual career needs.