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Effective Communication-The Written Word [1]

Whether you are creating formal reports, instructions, or emails: written communication skills are essential for effective delivery of your message.

This course will provide participants with an overview of effective ways to put words together in writing. Exercises and examples focus on select topics in grammar, orthography, and style.

Program Level: Basic

Prerequisites: None

Advanced Preparation: N/A

Instructional Method: Group-Live

Instructor: Normandy Roden [2]

Recommended CPE Credit: 2.0 Hours

Field of Study: Communications and Marketing

Course Objectives:

At the end of the course, participants will be able to:

- Identify their individual writing process - and how to fine-tune it to improve different genres of writing;
- Analyze the editing phase - and explain why it must occur outside the writing process; and,
- Describe performance errors vs. competence errors - and how to reduce both.

In addition, participants will learn about:

- Common errors in writing;
- Stylistic devices to improve written communication; and,
- Print and online resources to continue the study (and the fun!) after class.

Program Policies [3]

NASBA Statement

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[4].

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