

GEB 5212 Professional Writing

Course Objective: You will learn the basic principles that make writing work and how to read an audience so that you can persuade and influence them consistently and powerfully. You will learn how to replace some bad writing habits with good ones. By the end of this course, you should be able to: (1) Write better documents in less time. (2) Write more clearly and concisely. (3) Arrange your ideas logically and persuasively. (4) Revise – the key to powerful writing

Course Description: Presidents of Fortune 500 companies and top CEOs consistently place good written and oral communication among the top five must-have skills for employees. This course will improve your writing skills as you prepare to advance your careers.

In this course, you will learn strategies that will enable you to write memos, emails, reports, and other documents that will sell your ideas, clinch that promotion, or nail down that ideal job.

Prerequisites: Graduate business student

Textbook: We use several different textbooks, which are specified on the syllabus.

Assignment: You will apply the guidelines and strategies for professional business writing that we have discussed in class and you have read in the text to write effective business letters and memos.

Grading: Three assignments and one exam