

Course Description

Audience and Purpose in Business Writing (KLplus CPE Course)

Description:

To write effective and appropriate business messages, you need to know your audience and your purpose. In this course, you'll discover how to identify your readers and create messages that convey the appropriate tone for different reader roles. You'll also explore how to write effectively for the three most common purposes: to inform, respond, or persuade.

Learning Objectives:

Upon completion of this course, the learner will be able to:

- identify key considerations when analyzing the targeted readers of a business document
- recognize the appropriate type of written message to use for a given situation
- recognize guidelines for writing effective informative messages
- identify characteristics of effective responsive writing
- recognize key elements of persuasive writing
- use the appropriate tone to communicate a business message in writing
- recognize strategies for writing effective business messages for a given audience and purpose

Estimated Course Duration: 30 minutes (0.5 CPE)

Delivery Method: Online Self-Study

Field of Study: Communications and Marketing

Program Level: Overview

Prerequisites: None



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