

# Business Writing

GoSkills online course syllabus

Thursday, August 13, 2020

**Skill level**

Beginner

**Lessons**

23

**Accredited by**

CPD

**Pre-requisites**

None

**Video duration**

1h 45m

**Estimated study time**

11h 30m for all materials

**Instructor**

Faith Watson

## Course Introduction

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- 1** Introduction to Business Writing  
Review of the value and impact of business writing skills in professional environments.

## Personal Business Writing

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- 2** Resume  
Learn the uses and content of an effective resume, and its most applicable and common structures.
- 3** Cover Letter  
Learn how to construct an effective cover letter for a resume.
- 4** Bio  
Learn how to create a bio for business use.

## Business Correspondence Basics

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- 5** Business Letters  
Learn common uses of business letters, and their generally accepted tone, structure and format.
- 6** Business Emails  
Learn common uses of businesses emails, and their generally accepted tone, structure and format.

- 7** **Inquiries and Requests**  
Learn how to craft letters of inquiry and request in professional environments.
- 8** **Thanks and Recognition**  
Learn how to craft letters of thanks and recognition in professional environments.
- 9** **Apologies, Explanations and Bad News**  
Learn how to craft letters of explanation or apology in professional environments.
- 10** **Sales or Prospecting Mail**  
Learn how to craft an effective sales letter in the professional environment.

## Internal Communications

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- 11** **Usage, Audience and Tone**  
Overview of uses and approaches to written interoffice correspondence.
- 12** **HR and Employment-related Reports and Reviews**  
Overview of human resources-related reports as part of company communications.
- 13** **Notes, Messages and Memorandums**  
Learn best practices for content and formatting of notes, memos and messages.
- 14** **Departmental Reports**  
Learn best practices for content and formatting of departmental reports.

## Customer-Facing Communications

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- 15** **Trademarks, Taglines and Other Identifiers**  
Learn the basic rules of handling brand identifiers in business writing applications.
- 16** **Business Cards**  
Learn how to write the text for a basic business card.
- 17** **Social Media Overview**  
Introduction to the general topic of business writing on social media.

**18** Facebook  
Learn the uses and best practices for writing business-related content on Facebook.

**19** Twitter  
Learn the uses and best practices for writing business-related content on Twitter.

## Website Essentials

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**20** Business Website Overview  
Introduction to the general topic of business writing on a website.

**21** Landing and Home Pages  
Learn the uses of a homepage for a website and how the page content best welcomes visitors to the business site, and directs them.

**22** Sales Pages and Opt-In Offers  
Learn the uses and varieties of sales pages and opt-in offers for a business website and essentials for the content to sell to visitors on the site.

**23** About Us and Company Profile Pages  
Learn the uses of an about page or company profile page for a website and how the page content best informs visitors about the business.

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