

Managerial Communications

ABOUT THIS COURSE

This course focuses on business writing deliverables for managers and grounds learners in the writing process, providing them with strategies to capture the attention of a perpetually distracted audience. The learner will cover how to persuade others in written and verbal communications and negotiate strategically, how to make better pitches, proposals and technical presentations

LEARNING OUTCOMES

- Understand the writing process and how to plan, draft, edit, and format a business communication.
- Apply the principles of good writing to all business communications, including narrative and corporate storytelling techniques.
- Influence others in written and verbal communications.
- Isolate problems and desired outcomes.
- Build strong, well-supported arguments.
- Isolate problems and desired outcomes.
- Negotiate strategically to achieve your goals.

APPROXIMATE COURSE HOURS

- 39 hours (in class or online)