

# Section 1

## Unit 1

Writing as a Process

- Audience, Purpose, and Medium
- Outlining for Successful Writing
- Organization Models (Choosing a Model that Works)
- Principles of Business Communication

## Unit 2

Written Communication in the Workplace

- Writing Reports (formal and informal)
- Drafting and Revision
- Writing the First Draft
- Constructing Openings and Closings that Work

## Unit 3

Writing a Proposal

- Writing for Your Readers
- Writing Effective Content

- Safeguarding Users
- Ethical Considerations

## Unit 4

Collaborative Writing and Research

- Research and Team Writing
- Collaborating Across Departments
- Working Through Conflict

# Section 2

## Unit 1

Copywriting Essentials

- How to tell the difference between bad copy and good copy
- The art of the perfect sentence
- Developing your message
- Crafting your document roadmap
- Adapting your style to the audience and message

## Unit 2

## Getting to the Point

- Clarity and brevity: Less is more
- Active vs. Passive Voice
- Cutting the clutter
- Using concrete examples and avoiding unwarranted superlatives

# Unit 3

## Self Editing

- Leaving yourself time for revisions
- Avoiding common grammar mistakes and punctuation pitfalls
- Subject, verb and object agreement
- Fact checking
- The benefits of having an in-house style guide

# Unit 4

## Creating Attention-grabbing Press Releases

- Writing benefit-driven copy
- Setting the right tone
- Language to use and language to avoid
- Writing a great headline

# Section 3

## Unit 1

The Skills good journalists have

- What journalists know how to do
- How to think like your audience
- Kinds of publicity notices
- Keys to successful publicity notices

## Unit 2

Writing a good news story

- The inverted pyramid
- The 5 Ws and H
- How not to bury the lead
- Writing a good headline for your story

## Unit 3

Creating the Successful Press Release

- The press release format

- Quotes, how many to use, who to quote and how
- How and where to highlight your organization and contact
- Avoiding the direct sales pitch

## Unit 4

### Distributing Your Press Release

- Targeting media, journalists and audiences
- Email press releases
- Print press releases
- Getting attention