

CREA S-180 Section 3. Effective Business Communication (CRN: 31599)

Kim Cooper BA, Preceptor, Expository Writing, Harvard University, Preceptor in Expository Writing, Harvard University

This course offers a practical approach to written and oral business communications. It emphasizes effective content, structure, tone, and visual format in letters, memos, and reports, and stresses organization, persuasiveness, and technique in short oral presentations. Each student is responsible for developing a written project upon which an oral presentation is based.