

The Business Writing Center

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Business Writing Training Catalog of Courses

BWC85 Basic Grammar Essentials

The *Basic Grammar Essentials* course contains an overview of all of the areas of English usage important to business writers. The course begins with a pre-test to evaluate the trainee's knowledge coming into the course and ends with a post-test. Each lesson also has a pre-test and post-test.

The training materials include an online index for continued use of the reference tools after the course is finished. Course materials remain online for the duration of the course and may be purchased after the course is finished.

CONTENT

Course Pre-test

Lesson 1: Proofreading Principles
Lesson 2: Grammar and Punctuation

Practice Diagnostic Test
Lesson 3: Omissions, Additions, Typos
Lesson 4: Number Accuracy
Lesson 5: Transposition Errors
 Session 1 Optional Practice
 Session 1 Diagnostic Test
Lesson 6: Abbreviations
Lesson 7: Word Division
Lesson 8: Number Expression
Lesson 9: Capitalization
 Session 2 Diagnostic Test
Lesson 10: Commas
Lesson 11: Other Punctuation
Lesson 12: Special Punctuation
Lesson 13: Spelling

Lesson 14: Confusing Words
Session 3 Diagnostic Test
Lesson 15: Subject/Verb Agreement
Lesson 16: Pronoun Agreement
Lesson 17: Using Defined Terms Consistently
Lesson 18: Citing Sources
Session 4 Diagnostic Test

Course Post-test

PREREQUISITES

No severe basic writing skills problems.

TUITION

\$139 if you enroll for the course alone. 14% discount if you also enroll for BWC95: Basic Writing Essentials at the same time.

TEXT

All materials are online.

DURATION

Approximately 12 to 18 hours of study. All lessons must be completed within two months. If you enroll for both BWC85 and BWC95, you have four months to complete both courses in any order. You may have a one-time extension of a month for each course if you need the extra time to finish.

ENROLLMENT AND START DATES

Enrollment is currently open. Your syllabus will be online as soon as possible after registration is finished. Complete lessons at your own pace.

BWC100 Basic Grammar for Business

The *Basic Grammar for Business* course is for people who have a good command of the English language, but would like to have an in-depth knowledge of grammar. The course is a survey, meaning that it covers all of the major rules of grammar and usage. You will go through a large part of a grammar textbook during the course.

The course is not designed for the average business person who has usage problems. It is for the business person who already has good language skills, but would like to learn the grammar rules well enough to polish his or her own writing and even edit or proofread others' writing.

Alternative courses:

If you have usage problems in your writing, we recommend the individualized course in which you learn only the usage rules that pertain to specific problems you display. The course is the Basic Writing Skills Tutorial.

If you have few usage problems but would like to learn to proofread your writing better and would like to have a general survey of the grammar rules without learning them in-depth, we recommend the Editing, Polishing, and Proofreading Your Business Writing course. It explains the most important grammar rules briefly and teaches basic proofreading skills.

List of usage areas covered in the Basic Grammar for Business course:

Developing clear, correct sentences

1. Combining sentences
2. Avoiding dangling and misplaced modifiers
3. Using adverbs correctly
4. Using modifiers correctly
5. Avoiding passive voice

Using punctuation correctly

6. Using apostrophes correctly
7. Using semicolons correctly
8. Using periods after polite questions
9. Using dashes correctly
10. Using quotation marks correctly
11. Using colons correctly
12. Avoiding comma overuse
13. Commas with who and which
14. Commas in a series
15. Commas with parenthetical elements
16. Commas with introductory elements
17. Commas with dates
18. Commas with coordinating conjunctions
19. Commas with conjunctive Adverbs
20. Commas with conjunctions
21. Commas with restrictive and non-restrictive clauses
22. Commas with appositives

Using other usage skills correctly

23. Capitalizing correctly
24. Using numbers correctly
25. Keep constructions parallel
26. Using "who" and "whom" correctly

Proofreading effectively

27. Proofreading principles
28. Proofreading techniques

PREREQUISITES

Basic command of the English language. Consistent problems in usage.

TUITION

\$356 (includes a grammar textbook)

TEXTS

Grammar textbook

DURATION

13 lessons, approximately 26 hours of study. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

ENROLLMENT AND START DATES

Your syllabus will be online as soon as possible after registration is finished. Complete lessons at your own pace, as long as you finish within six months.

BWC110 Basic Writing Skills Tutorial

The *Basic Writing Skills* course is for people who have a good command of the English language, but have basic usage problems such as consistent errors in grammar, syntax, punctuation, and spelling. It is suitable for nonnative speakers of English as well as people who are native speakers.

The course helps trainees learn new patterns to replace the old by using their own sentences as examples. The teaching, practice, and tests are based on the trainee's own writing as much as possible. It is highly individualized. The instructor carefully evaluates five writing samples and prescribes study and practice based on the trainee's unique needs. Trainees work on only the specific skills they need to learn.

The skills evaluated and taught are not limited to these, but most business writers need training in these areas:

- Abbreviations
- Adverbs
- Affect - Effect
- Apostrophes to Show Possession
- Articles
- Bolding
- Capitalization
- Colloquialisms
- Colons
- Commas and Periods with Quotation Marks
- Comma Overuse
- Commas in a Series
- Commas with "However," "Therefore," "Thus"
- Commas with Coordinate Adjectives
- Commas with Coordinating Conjunctions
- Commas with Dates, States, Addresses, and Numbers
- Commas with Introductory Elements
- Commas with Nonrestrictive Appositives
- Commas with Nonrestrictive Elements
- Commas with Parenthetical Elements
- Commonly Confused Word Pairs
- Conciseness
- Consistency
- Contractions
- Dangling and Misplaced Modifiers
- Ellipses
- Errors Unique to My Writing
- Formatting
- Fragment Sentences
- Gerunds, Infinitives, and Participles
- Hyphens and Dashes
- Hyphens with Compound Adjectives
- Hyphens with Numbers
- Hyphens with Prefixes and Compound Words
- Idioms and Word Usage
- Lists
- Modal Auxiliary Verbs
- Mood Shift
- Number (Singular or Plural)
- Numbers Format
- Omitting Space or Inserting Too Much Space
- Parallelism in Lists and Sentences
- Parentheses
- Passive Voice
- Periods
- Plurals
- Prepositions
- Pronoun Reference
- Pronoun-Antecedent Agreement
- Pronouns
- Proofreading
- Questions
- Quotation Marks
- Run-on Sentences
- Run-ons Using "Therefore," "However"
- Semicolons
- Simple Sentence Structures
- Simple Vocabulary
- Slashes
- Spelling
- Subject/Verb Agreement
- Tense Endings
- Tense Shifts
- Tense
- "There," "Their," and "They're,"
- Using Case Correctly
- Using Key Words
- "Whom," "That," and "Which"
- Word Choice
- Word Omitted
- Word Unnecessary
- Wordiness
- Wording Problems

PREREQUISITES

Basic command of the English language.

TUITION

\$394 (includes a grammar textbook)

TEXTS

Grammar textbook

DURATION

Five writing samples, approximately 24 hours of study. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

ENROLLMENT AND START DATES

Enrollment is currently open. Your syllabus will be online as soon as possible after registration is finished. Complete lessons at your own pace, as long as you finish them within six months.

BWC310 Basic Grammar and Writing Skills for Business

The *Basic Grammar and Writing Skills for Business* course combines parts of the *Basic Writing Skills* course and *Business Writing Skills* courses. The focus is on providing the business writer who has some usage problems with the instruction to make his or her writing clear, effective, and correct. Business people with many basic writing skills problems should take the Basic Writing Skills course.

The course uses the lessons from the Business Writing Skills course without the 12 practice activities. The time the trainee would have spent on the practice activities is devoted to the grammar training in BWC310.

The training materials include an online index for continued use of the reference tools after the course is finished. Course materials remain online for the duration of the course and may be purchased after the course is finished.

BUSINESS WRITING CONTENT

Pre-write

- Follow e-mail protocol.
- Set goals.
- Know your readers.
- Choose strategies based on the goals and readers.
- Use a standard letter format.
- Use a standard memo format.

Prepare the Information

- Learn how to overcome writer's block
- Prepare notes for your e-mail, memo, letter, or report.

Organize the Writing

- Have an organizational pattern in mind.
- Use special organizational patterns for some messages.

Introduce the Content

- For e-mails and memos, always write a clear, meaningful subject line.
- For letters, use a "Subject" or "Re" line if your company customarily uses it.
- Write a clear, complete e-mail introduction.
- Write a clear, complete report introduction.
- Write a clear, complete letter introduction.

Write a clear, complete memo introduction.
For e-mails, letters, and memos, write a cordial beginning or buffer.
State the contents of the e-mail, letter, or memo.
State the contents of the report.
For reports, state conclusions and recommendations in the introduction.

Write a Clear Document

Write the explanations in blocks.
Keep explanations of a subject together in one block.
Check each block for focus.
Check each block for completeness.
Open each block with a statement of the contents.
Use headings to open blocks.
Bold field or data names to identify them as blocks.
Create lists.
Open list blocks.
Mark the list items clearly.
Keep list items in a single list.
Keep list items in the same format.
For reports, present information in tables when possible.

Write Clear, Complete Explanations

Write to build conclusions in the reader's mind.
For reports, write clear, complete, relevant explanations.
Use key words consistently.
Fully explain each new concept word or phrase.
Use full phrases to define words clearly.

Write a Conclusion with Impact

Write a conclusion that achieves your goals.

Write Clear, Effective Sentences, Paragraphs, and Words

Use paragraphs to organize information.
Write concisely.
Combine sentences to show relationships. Separate sentences to make them clearer.
Write clear, simple, straightforward sentences.
Write strong, direct sentences.
For reports, write clearly and simply for non-technical readers.
Use words the reader will understand.

Prepare a Polished, Correct Final Draft

Use your spell checker and grammar checker.
Proofread.
Format the e-mail to be readable.

USAGE TRAINING CONTENT

Course Pre-test

Lesson 1: Proofreading Principles
Lesson 2: Grammar and Punctuation

Practice Diagnostic Test
Lesson 3: Omissions, Additions, Typos
Lesson 4: Number Accuracy
Lesson 5: Transposition Errors
 Session 1 Optional Practice
 Session 1 Diagnostic Test
Lesson 6: Abbreviations
Lesson 7: Word Division
Lesson 8: Number Expression
Lesson 9: Capitalization
 Session 2 Diagnostic Test
Lesson 10: Commas
Lesson 11: Other Punctuation
Lesson 12: Special Punctuation
Lesson 13: Spelling
Lesson 14: Confusing Words
 Session 3 Diagnostic Test
Lesson 15: Subject/Verb Agreement
Lesson 16: Pronoun Agreement
Lesson 17: Using Defined Terms Consistently
Lesson 18: Citing Sources
 Session 4 Diagnostic Test

Course Post-test

PREREQUISITES

No severe basic writing skills problems.

TUITION

\$280

TEXT

All materials are online.

DURATION

Approximately 30 hours of study. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

ENROLLMENT AND START DATES

Enrollment is currently open. Your syllabus will be online as soon as possible after registration is finished. Complete lessons at your own pace, as long as you finish them within six months.

BWC421 Business Report Writing

The *Business Report Writing* course teaches the skills required to write clear, explicit business reports. It focuses on the structure critical to all reports, so it provides the basic knowledge any report writer can use for any report.

CONTENT

Plan the Report

1. Set goals.
2. Know your readers.

3. Choose strategies based on the goals and readers.

Competency Examination 1

Submit a report.

Prepare Your Notes

4. Learn how to overcome writer's block.
5. Prepare notes for your report.

Organize the Writing

6. Have an organizational pattern in mind.
7. Use special organizational patterns for some messages.

Introduce the Content

8. Write a clear, complete report introduction.
9. State the contents of the report.
10. State conclusions and recommendations in the introduction.

Present Explanations in Blocks

11. Write the explanations in blocks.
12. Keep explanations of a subject together in one block.
13. Check each block for focus.
14. Check each block for completeness.
15. Open each block with a statement of the contents.
16. Use headings to open blocks.
17. Bold field or data names to identify them as blocks.

Competency Examination 2

Submit a report.

Present Lists Clearly

18. Create lists.
19. Open list blocks.
20. Mark the list items clearly.
21. Keep list items in a single list.
22. Keep list items in the same format.
23. Present information in tables when possible.
24. Consider information blueprinting to be explicit.

Competency Examination 3

Submit a report.

Write Clear, Complete Explanations

25. Write to build conclusions in the reader's mind.
26. For reports, write clear, complete, relevant explanations.
27. Use key words consistently.
28. Fully explain each new concept word or phrase.
29. Use full phrases to define words clearly.

Write Conclusions that Have Impact

30. Write a conclusion that achieves your goals.

Competency Examination 4 Submit a report.

Write Clear, Effective Paragraphs, Sentences, and Words

31. Use paragraphs to organize information.
32. Write concisely.
33. Combine sentences to show relationships.
Separate sentences to make them clearer.
34. Write clear, simple, straightforward sentences.
35. Write strong, direct sentences.
36. Write clearly and simply for non-technical readers.
37. Use words the reader will understand.

Prepare a Polished, Correct Final Draft

38. Use your spell checker and grammar checker.
39. Proofread.

Competency Examination 5 Submit a report.

PREREQUISITES

No severe usage problems

TUITION

\$280

TEXTS

All course materials are online

DURATION

The course has 39 skill guidelines. It requires approximately 26 hours of study. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

ENROLLMENT AND START DATES

Enrollment is currently open. Your syllabus will be online as soon as possible after registration is finished. Complete lessons at your own pace, as long as you finish them within six months.

BWC420 Business Research Report Writing

The *Business Research Report Writing Skills* course teaches business researchers how to prepare reports summarizing the results of their research for use by internal clients in accomplishing business goals. One specific example of such a report is the report that presents information about a potential customer to enable account representatives, marketing specialists, and strategic planners to enhance or develop a business relationship with the potential customer.

The course teaches the researcher how to decide what information is pertinent and how to summarize or synthesize the information into a coherent presentation without interjecting bias.

CONTENT

Diagnostic 1: Initial diagnosis of writing ability

Lesson 1: The client and audience
Lesson 2: Objectives and specifications for the research report
Lesson 3: Methods of filtering and recording information
Lesson 4: Facts, conclusions, inferences, and judgments
Lesson 5: Paraphrasing, summarizing, synthesizing, and filtering objectively

Diagnostic 2: Writing objectively

Lesson 6: Organizing
Lesson 7: Using guideposts for clarity

Diagnostic 3: Synthesizing and organizing

Lesson 8: Writing clearly
Lesson 9: Bibliographic methods

Diagnostic 4: Complete sample report

Lesson 10: Editing
Lesson 11: Writing concisely
Lesson 12: Research report format and publishing
Lesson 13: Proofreading

Diagnostic 5: Final complete report

PREREQUISITES

Basic library research skills; no severe usage problems

TUITION

\$299 (includes a bibliography style manual)

TEXTS

Bibliography style manual

DURATION

13 lessons, approximately 26 hours of study. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

ENROLLMENT AND START DATES

Enrollment is currently open. Your syllabus will be online as soon as possible after registration is finished. Complete lessons at your own pace, as long as you finish them within six months.

BWC95 Business Writing Essentials

The *Business Writing Essentials* course teaches students how to write letters, e-mails, memos, and reports that people understand and take seriously. The course is designed to help students feel they can write an e-mail tomorrow morning confident that it will be understood and generate the desired response.

The course uses the same training materials as the Business Writing Skills course, but without the practice activities. The trainer evaluates four competency examinations. The reduced trainer time results in the reduced tuition. As with all other Business Writing Center courses, trainees still have unlimited access to the instructor to ask questions during the course.

CONTENT

Pre-write

- Follow e-mail protocol.
- Set goals.
- Know your readers.
- Choose strategies based on the goals and readers.
- Use a standard letter format.
- Use a standard memo format.

Prepare the Information

- Learn how to overcome writer's block
- Prepare notes for your e-mail, memo, letter, or report.

Organize the Writing

- Have an organizational pattern in mind.
- Use special organizational patterns for some messages.

Introduce the Content

- For e-mails and memos, always write a clear, meaningful subject line.
- For letters, use a "Subject" or "Re" line if your company customarily uses it.
- Write a clear, complete e-mail introduction.
- Write a clear, complete report introduction.
- Write a clear, complete letter introduction.
- Write a clear, complete memo introduction.
- For e-mails, letters, and memos, write a cordial beginning or buffer.
- State the contents of the e-mail, letter, or memo.
- State the contents of the report.
- For reports, state conclusions and recommendations in the introduction.

Write a Clear Document

- Write the explanations in blocks.
- Keep explanations of a subject together in one block.
- Check each block for focus.
- Check each block for completeness.
- Open each block with a statement of the contents.
- Use headings to open blocks.
- Bold field or data names to identify them as blocks.
- Create lists.
- Open list blocks.
- Mark the list items clearly.
- Keep list items in a single list.
- Keep list items in the same format.
- For reports, present information in tables when possible.

Write Clear, Complete Explanations

Write to build conclusions in the reader's mind.
For reports, write clear, complete, relevant explanations.
Use key words consistently.
Fully explain each new concept word or phrase.
Use full phrases to define words clearly.

Write a Conclusion with Impact

Write a conclusion that achieves your goals.

Write Clear, Effective Sentences, Paragraphs, and Words

Use paragraphs to organize information.
Write concisely.
Combine sentences to show relationships. Separate sentences to make them clearer.
Write clear, simple, straightforward sentences.
Write strong, direct sentences.
For reports, write clearly and simply for non-technical readers.
Use words the reader will understand.

Prepare a Polished, Correct Final Draft

Use your spell checker and grammar checker.
Proofread.
Format the e-mail to be readable.

PREREQUISITES

Basic command of the English language with no serious usage problems.

TUITION

\$139 if you enroll for the course alone. 14% discount if you also enroll for BWC85: Basic Grammar Essentials at the same time.

TEXT

All text materials are online.

DURATION

Approximately 12 to 18 hours of study. All lessons must be completed within two months. If you enroll for both BWC85 and BWC95, you have four months to complete both courses in any order. You may have a one-time extension of a month for each course if you need the extra time to finish.

ENROLLMENT AND START DATES

Enrollment is currently open. Your syllabus will be online as soon as possible after registration is finished. Complete lessons at your own pace.

BWC210 Business Writing Skills

The *Business Writing Skills* course teaches trainees how to write letters, e-mails, memos, and reports that people understand and take seriously. The course is designed to help trainees feel they can write a document tomorrow morning confident that it will be understood and generate the desired response.

The training materials include an online index for continued use of the reference tools after the course is finished. Course materials remain online for the duration of the course and may be purchased after the course is finished.

CONTENT

Pre-write

- Follow e-mail protocol.
- Set goals.
- Know your readers.
- Choose strategies based on the goals and readers.
- Use a standard letter format.
- Use a standard memo format.

Prepare the Information

- Learn how to overcome writer's block
- Prepare notes for your e-mail, memo, letter, or report.

Organize the Writing

- Have an organizational pattern in mind.
- Use special organizational patterns for some messages.

Introduce the Content

- For e-mails and memos, always write a clear, meaningful subject line.
- For letters, use a "Subject" or "Re" line if your company customarily uses it.
- Write a clear, complete e-mail introduction.
- Write a clear, complete report introduction.
- Write a clear, complete letter introduction.
- Write a clear, complete memo introduction.
- For e-mails, letters, and memos, write a cordial beginning or buffer.
- State the contents of the e-mail, letter, or memo.
- State the contents of the report.
- For reports, state conclusions and recommendations in the introduction.

Write a Clear Document

- Write the explanations in blocks.
- Keep explanations of a subject together in one block.
- Check each block for focus.
- Check each block for completeness.
- Open each block with a statement of the contents.
- Use headings to open blocks.
- Bold field or data names to identify them as blocks.
- Create lists.
- Open list blocks.
- Mark the list items clearly.
- Keep list items in a single list.
- Keep list items in the same format.
- For reports, present information in tables when possible.

Write Clear, Complete Explanations

Write to build conclusions in the reader's mind.
For reports, write clear, complete, relevant explanations.
Use key words consistently.
Fully explain each new concept word or phrase.
Use full phrases to define words clearly.

Write a Conclusion with Impact

Write a conclusion that achieves your goals.

Write Clear, Effective Sentences, Paragraphs, and Words

Use paragraphs to organize information.
Write concisely.
Combine sentences to show relationships. Separate sentences to make them clearer.
Write clear, simple, straightforward sentences.
Write strong, direct sentences.
For reports, write clearly and simply for non-technical readers.
Use words the reader will understand.

Prepare a Polished, Correct Final Draft

Use your spell checker and grammar checker.
Proofread.
Format the e-mail to be readable.

PREREQUISITES

Basic command of the English language with no serious usage problems.

TUITION

\$280

TEXT

All text materials are online.

DURATION

Approximately 24 hours of study. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

ENROLLMENT AND START DATES

Enrollment is currently open. Your syllabus will be online soon after you register. Complete lessons at your own pace, as long as you finish within six months.

BWC520 Coaching through Writing Actual Documents

In the BWC520 *Coaching through Writing Actual Documents* course, the instructor evaluates drafts of actual documents and coaches the business person through revising them to produce a polished final draft. The documents may be e-mail, memos, letters, proposals, personnel documents, or any type of report. The participant learns while producing high-quality final documents.

The number of documents depends on their length, but normally the course goes through three longer documents or up to six shorter.

PREREQUISITES

None

TUITION

\$375

TEXTS

Vary

DURATION

The work varies because the course is individualized. All work must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

ENROLLMENT AND START DATES

Enrollment is currently open. Fill out the registration form at <http://writingtrainers.com/register/gsaformdata.htm>. Your instructor will contact you and work with you to develop your individualized course of study. Complete lessons at your own pace, as long as you finish them within six months.

BWC410 Editing Skills

The *Editing Skills* course teaches trainees how to manage editing projects and rewrite to polish documents. Trainees learn how to

- edit sentences to make them clear, concise, cohesive, and elegant
- develop paragraphs that are clearly organized
- select vocabulary that is accurate and descriptive
- edit for organization so you can produce documents that readers cannot misunderstand

CONTENT

Lesson 1: Prepare for Editing
Lesson 2: Edit to Give the Document Focus
Lesson 3: Edit to Give the Document Cohesiveness
Lesson 4: Edit the Introduction, Format, and Conclusion

Competency Examination 1

Lesson 5: Edit Paragraphs for Focus and Continuity
Lesson 6: Edit Paragraphs for Emphasis and Variety

Competency Examination 2

Lesson 7: Know the Basic Structure of a Sentence
Lesson 8: Build Meaningful Sentences
Lesson 9: Write Effective Sentences
Lesson 10: Add Sentence Variety
Lesson 11: Work with Problem Sentences

Competency Examination 3

Lesson 12: Write Concisely
Lesson 13: Use Precise Words
Lesson 14: Use Clear Words for Concepts

Competency Examination 4

PREREQUISITES

Requires good English language skills with few or no consistent usage problems.

TUITION

\$280

TEXTS

All text materials are online.

DURATION

13 lessons, approximately 30 hours of study. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

ENROLLMENT AND START DATES

Enrollment is currently open. Your syllabus will be online as soon as possible after registration is finished. Complete lessons at your own pace, as long as you finish them within six months.

BWC220 Explicit Business Writing

The *Explicit Business Writing* course teaches trainees the best practices explained in the book, *Explicit Business Writing: Best Practices for the Twenty-First Century*.

CONTENT

Trainees master all of the following skills and demonstrate mastery in writing examinations:

Plan and organize.

- Have clear objectives.
- Provide information that suits the reader's knowledge of the subject, educational background, technical expertise, need for concrete explanations, and need for depth of knowledge.
- Include everything every intended reader needs to achieve your objectives.
- Respond to requests by providing precisely what the person asked for under the conditions specified.
- Give readers the information they need at the specific points where they need it for maximum understanding.
- When readers have differing needs or abilities, write different versions or sections of the document to match the readers' needs and abilities.
- Present topics in the same order throughout and link all the contents in each part.

Build the communication infrastructure.

- In e mails, letters, and memos, write thanks, commendations, and genuine

statements of good will that build teams and partnerships with clients.

- Present the information with consideration for the reader's possible reaction to the subject and you.
- Use the tone and level of formality that fit the objectives and the reader.
- Ask for and give feedback on the clarity and relevance of documents and writing.

Prepare readers to understand and act.

- Write e mail subject lines using words that alert the reader to the contents, required action, or critical information in the e mail.
- In the introduction, explain everything readers need to know to understand fully why they are receiving the document.
- In the introduction, describe all actions the reader is expected to perform and any critical information the reader must know.
- Summarize conclusions and recommendations at the beginning.
- Write a clear statement of the contents at the end of the introduction so readers know what to expect and can prepare for reading.

Provide a clear framework that guides readers.

- Put the information into clearly defined blocks that the reader can read, understand, and remember, one block at a time.
- For each information block, write an explicit opening statement the reader can use to begin putting the block's details into a framework.
- For lists with items that are each several paragraphs or pages long, open the lists with statements of the contents and open each list item with a description of the item's contents.
- For lists with items that are a few lines long, break out the lists with numbers and bullets.
- Present information in a clear visual blueprint so readers can see the organization as they read.
- Use tables to organize the information so readers can place the details into a clear framework.
- End the document with a conclusion that helps readers achieve your objectives.
- Include feedback loops that reflect the importance of the content and your assessment of the likelihood this reader will understand or act as expected.

Use explicitly clear explanations.

- Write concrete, detailed descriptions of problems and issues.
- Write requests that state directly, unambiguously, and completely what you are requesting.
- Use key terms consistently.
- Fully explain the concept behind every new key term as the reader encounters it.
- Have a clear focus for the document and for each part.
- Communicate technical subjects clearly to non technical readers.
- Write instructions and procedures that are complete and concrete.
- Provide sufficient, relevant evidence for statements.

Write clear, concise paragraphs, sentences, and words.

- Write concisely.
- Write clear, focused, organized paragraphs that help readers identify, understand, and remember concepts.
- Write sentences that are complete, simple, clear, and straightforward.
- Use only simple punctuation.
- Use words every intended reader will understand.

Write a final draft that has correct usage (grammar, punctuation, and spelling) and uses clear formatting.

- Polish and proofread all documents.
- Use formatting that makes the text easy to read.

PREREQUISITES

Requires good English language skills with few or no consistent usage problems.

TUITION

\$280 (includes textbook)

TEXTS

Explicit Business Writing: Best Practices for the Twenty-First Century

DURATION

13 lessons, approximately 30 hours of study. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

ENROLLMENT AND START DATES

Your syllabus will be online as soon as possible after registration is finished. Complete lessons at your own pace, as long as you finish them within six months.

BWC225 Explicit Business Writing with Additional Training

BWC225 Explicit Business Writing with Additional Training is a thorough, in-depth, competency-based course that teaches all the best practices that business-writing professionals now know create explicit e-mail, memos, letters, and reports. It is competency based, so it teaches the skills to a mastery level. The training is sufficiently thorough that graduates are able to edit others' work and teach the principles. As such, it is suitable for training trainers. We know of no other training program in business writing that teaches these best practices and no other that teaches business writing skills to a mastery level of competence.

The course is taught by R. Craig Hogan, Ph.D., author of the book, *Explicit Business Writing: Best Practices for the Twenty-First Century*. The course includes a free copy of the book and teaches all of the best practices explained in the text. It contains 39 activities and 17 competency examination writing samples that Dr. Hogan evaluates. As such, it requires the amount of work expected in a three-credit-hour college course.

CONTENT

Trainees master all of the following skills and demonstrate mastery in writing examinations:

Plan and organize.

- Have clear objectives.
- Provide information that suits the reader's knowledge of the subject, educational background, technical expertise, need for concrete explanations, and need for depth of knowledge.
- Include everything every intended reader needs to achieve your objectives.
- Respond to requests by providing precisely what the person asked for under the conditions specified.
- Give readers the information they need at the specific points where they need it for

maximum understanding.

- When readers have differing needs or abilities, write different versions or sections of the document to match the readers' needs and abilities.
- Present topics in the same order throughout and link all the contents in each part.

Build the communication infrastructure.

- In e mails, letters, and memos, write thanks, commendations, and genuine statements of good will that build teams and partnerships with clients.
- Present the information with consideration for the reader's possible reaction to the subject and you.
- Use the tone and level of formality that fit the objectives and the reader.
- Ask for and give feedback on the clarity and relevance of documents and writing.

Prepare readers to understand and act.

- Write e mail subject lines using words that alert the reader to the contents, required action, or critical information in the e mail.
- In the introduction, explain everything readers need to know to understand fully why they are receiving the document.
- In the introduction, describe all actions the reader is expected to perform and any critical information the reader must know.
- Summarize conclusions and recommendations at the beginning.
- Write a clear statement of the contents at the end of the introduction so readers know what to expect and can prepare for reading.

Provide a clear framework that guides readers.

- Put the information into clearly defined blocks that the reader can read, understand, and remember, one block at a time.
- For each information block, write an explicit opening statement the reader can use to begin putting the block's details into a framework.
- For lists with items that are each several paragraphs or pages long, open the lists with statements of the contents and open each list item with a description of the item's contents.
- For lists with items that are a few lines long, break out the lists with numbers and bullets.
- Present information in a clear visual blueprint so readers can see the organization as they read.
- Use tables to organize the information so readers can place the details into a clear framework.
- End the document with a conclusion that helps readers achieve your objectives.
- Include feedback loops that reflect the importance of the content and your assessment of the likelihood this reader will understand or act as expected.

Use explicitly clear explanations.

- Write concrete, detailed descriptions of problems and issues.
- Write requests that state directly, unambiguously, and completely what you are requesting.
- Use key terms consistently.
- Fully explain the concept behind every new key term as the reader encounters it.
- Have a clear focus for the document and for each part.
- Communicate technical subjects clearly to non technical readers.
- Write instructions and procedures that are complete and concrete.
- Provide sufficient, relevant evidence for statements.

Write clear, concise paragraphs, sentences, and words.

- Write concisely.
- Write clear, focused, organized paragraphs that help readers identify, understand, and remember concepts.
- Write sentences that are complete, simple, clear, and straightforward.
- Use only simple punctuation.
- Use words every intended reader will understand.

Write a final draft that has correct usage (grammar, punctuation, and spelling) and uses clear formatting.

- Polish and proofread all documents.
- Use formatting that makes the text easy to read.

PREREQUISITES

Requires good English language skills with few or no consistent usage problems.

TUITION

\$565 (includes textbook)

TEXTS

Explicit Business Writing: Best Practices for the Twenty-First Century

DURATION

39 activities and 17 competency examinations, requiring 50-60 hours of study. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

ENROLLMENT AND START DATES

Enrollment is currently open. Your course materials will be online as soon as possible after registration is finished. Complete lessons at your own pace, as long as you finish them within six months.

BWC430 Grant-Writing Skills

The *Grant Writing Skills* course teaches trainees how to develop grant proposals from conception of the concept through publishing the proposal. The course pertains to proposals for private companies, non-profit agencies and foundations, and government agencies. Trainees produce a grant proposal for a hypothetical or real granting entity. If trainees are currently working on grant proposals, the proposals will be used as the projects in the course.

CONTENTS

- Lesson 1: Course Introduction
- Lesson 2: Getting to Know Granting Agencies
- Lesson 3: Preparing to Develop the Grant
- Lesson 4: Developing the Grant Idea
- Lesson 5: Developing the Statement of Purpose
- Lesson 6: Developing the Statement of Need
- Lesson 7: Developing the Project Description
- Lesson 8: Developing the Qualifications
- Lesson 9: Developing the Budget
- Lesson 10: Packaging
- Lesson 11: Procedures for Preparing the Grant
- Lesson 12: Variations on the proposal format
- Lesson 13: Evaluation of Sample Proposals

PREREQUISITES

Good English language skills with few or no usage problems.

TUITION

\$346 (includes two grant-writing textbooks)

TEXTS

Two grant-writing textbooks

DURATION

13 lessons, approximately 36 hours of study. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

ENROLLMENT AND START DATES

Enrollment is currently open. Your syllabus will be online as soon as possible after registration is finished. Complete lessons at your own pace, as long as you finish them within six months.

BWC510 Individualized Writing Course

The *Individualized Writing* course is developed based on the trainee's needs and/or wishes to pursue an area of writing skills. This course is taught by Dr. R. Craig Hogan, director of the Business Writing Center and author of *Explicit Business Writing: Best Practices for the Twenty-First Century*. Trainees may have a clear conception of what they would like to learn, or may ask the instructor to diagnose their writing and develop an individualized course of study.

Trainees may combine portions of existing writing courses. For example, one trainee wanted to learn business writing skills and how to edit. The instructor combined lessons from the two courses into an individualized course of study.

PREREQUISITES

None

TUITION

\$375

TEXTS

Vary

DURATION

Approximately 30 pages of documents. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

ENROLLMENT AND START DATES

Enrollment is currently open. Your instructor will contact you and work with you to develop your individualized course of study. Complete lessons at your own pace, as long as you finish them within six months.

BWC600 Writing Coaching for Executives and Managers

The *Writing Coaching for Executives and Managers* course is oriented toward executives and managers who want the individual attention and focused training that will help them write with impact and effectiveness. Dr. R. Craig Hogan, director of the Business Writing Center, teaches the course. He has been a manager and upper-level executive in several companies and has taught writing skills to executives for 25 years.

The course is developed based on the participant's needs and wishes to pursue an area of writing skills. Usually, participants submit writing they are preparing for actual work situations. Dr. Hogan works with them to learn how to improve the writing. The training may include reading assignments from online materials and texts.

Participants may combine portions of existing writing courses to form a course.

PREREQUISITES

None

TUITION

\$375

TEXTS

Vary

DURATION

Approximately 30 pages of documents. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

ENROLLMENT AND START DATES

Enrollment is currently open. Your instructor will contact you and work with you to develop your individualized course of study. Complete lessons at your own pace, as long as you finish them within six months.

BWC140 Writing Coaching for Executive Nonnative Speakers of English

The *Writing Coaching for Executive Nonnative Speakers of English* course is oriented toward executives and managers who are nonnative speakers of English and want the individual attention and focused training that will help them write with effectiveness and polish their language usage. Dr. R. Craig Hogan, director of the Business Writing Center, teaches the course. He has been a manager and upper-level executive in several companies and has taught writing skills to executives for 25 years.

The course is based on the participant's ability with the English language. Participants submit writing from actual work situations. Dr. Hogan works with participants to help them learn how to improve their language usage and writing. The training will include reading assignments from a grammar textbook.

PREREQUISITES

None

TUITION

\$441 (includes a grammar textbook)

TEXTS

Grammar textbook

DURATION

The work varies because the course is individualized. Approximately five documents. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

ENROLLMENT AND START DATES

Enrollment is currently open. Your instructor will contact you and work with you to develop your individualized course of study. Complete lessons at your own pace, as long as you finish them within six months.

BWC130 Individualized Writing for Nonnative Speakers of English

The *Individualized Writing for Nonnative Speakers of English* course is for people who have a good command of the English language, but have basic usage problems resulting from speaking English as a second language.

The course helps trainees learn new patterns to replace the old by using their own sentences as examples. The teaching, practice, and tests are based on the trainee's own writing as much as possible. It is highly individualized. The instructor carefully evaluates eight writing samples and prescribes study and practice based on the trainee's unique needs. Trainees work on only the specific skills they need to learn.

PREREQUISITES

Basic command of the English language.

TUITION

\$394 (includes a grammar textbook)

TEXTS

Grammar textbook

DURATION

Coaching through five writing samples. The instructor evaluates one sample at a time, provides a report on errors and skills needed for each sample, coaches the person through learning the skills, provides assignments from the grammar textbook, and tests whether the skills have been learned. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

ENROLLMENT AND START DATES

Enrollment is currently open. Your syllabus will be online as soon as possible after registration is finished. Complete lessons at your own pace, as long as you finish them within six months.

BWC320 Editing, Polishing, and Proofreading Your Business Writing

The Business Writing Center developed the *Editing, Polishing, and Proofreading Your Business Writing* course to provide business writers with the skills they need to be able to understand basic grammar rules and proofread their own writing. It is not so rigorous as the *Proofreading Skills* course, but teaches more grammar and proofreading skills than are included in the *Business Writing Skills* course.

CONTENT

- Lesson 1: Edit to Give the Document Cohesiveness
- Lesson 2: Edit Paragraphs for Focus and Continuity
- Competency Examination 1
- Lesson 3: Know the Basic Structure of a Sentence
- Lesson 4: Build Meaningful Sentences
- Lesson 5: Write Effective Sentences
- Lesson 6: Add Sentence Variety
- Lesson 7: Work with Problem Sentences
- Competency Examination 2
- Lesson 8: Write Concisely
- Lesson 9: Use Clear Words for Concepts
- Competency Examination 3
- Lesson 10: Proofreading Skills
- Lesson 11: Typos, Accuracy, Transpositions
- Lesson 12: Abbreviations, Numbers, Capitalization
- Lesson 13: Commas, Other Punctuation, Spelling
- Lesson 14: Subject/Verb, Pronouns

PREREQUISITES

Good command of English with few basic usage problems. The course is not for business people who need to learn how to avoid basic problems in grammar, syntax, punctuation, and spelling. Those with such writing problems should enroll in the BWC110, Basic Writing Skills Tutorial.

TUITION

\$280

TEXTS

Materials are online.

DURATION

13 lessons and four competency examinations require approximately 36 hours of study. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

ENROLLMENT AND START DATES

Enrollment is currently open. Your syllabus will be online as soon as possible after registration is finished. Complete lessons at your own pace, as long as you finish them within six months.

BWC485 Legal Writing Skills

The *Legal Writing Skills* course trains anyone working in the legal profession to write effectively, especially attorneys.

CONTENT

Lesson 1: Have clear objectives

Lesson 2: Know the reader

Competency exam 1

Lesson 3: Use content to accomplish objectives

Lesson 4: Check organization and reorganize

Lesson 5: Write clear openings for new information

Lesson 6: Use explicit guideposts for readers

Competency exam 2

Lesson 7: Use strategies to have the impact you want

Lesson 8: Quote and cite correctly

Competency exam 3

Lesson 9: Use key words, definitions, explanations, and examples

Lesson 10: Write using clear, simple words

Lesson 11: Write clear, simple sentences

Competency exam 4

Lesson 12: Write clear, simple paragraphs

Lesson 13: Write concisely

Competency exam 5

Lesson 14: Use an attractive, easy-to-follow format

Lesson 15: Proofread for correctness

Competency exam 6

PREREQUISITES

Basic command of the English language with few usage problems.

TUITION

\$299 (includes textbook)

TEXT

Textbook in legal writing

DURATION

15 lessons, approximately 30 hours of study. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

ENROLLMENT AND START DATES

Enrollment is currently open. Your syllabus will be online as soon as possible after registration is finished. Complete lessons at your own pace, as long as you finish them within six months.

BWC440 Proofreading Skills

The *Proofreading Skills* course contains clear, thorough explanations of the proofreading process, proofreader's marks, and tricks of the proofreading trade. It takes trainees through a comprehensive review of basic English usage to help them locate writing errors even experienced proofreaders may not notice.

The Proofreading Skills course has six diagnostic tests. To graduate from the course, the participant must have achieved an average of at least 70 percent on the six diagnostics.

CONTENT

Lesson 1: Introduction to Proofreading
Lesson 2: Proofreader's Marks
Lesson 3: The Proofreading Process

Proofreading Diagnostic Test 1 - Test of General Skills

Lesson 4: Spelling, Word Division
Lesson 5: Abbreviations, Capitalization

Proofreading Diagnostic Test 2 - Spelling, Word Division, Abbreviations, Capitalization

Lesson 6: Numbers, Figures
Lesson 7: Subject/Verb Agreement

Proofreading Diagnostic Test 3 - Numbers, Figures, Subject/Verb Agreement

Lesson 8: Pronoun Agreement and Selection
Lesson 9: Punctuation

Proofreading Diagnostic Test 4 - Pronoun Agreement and Selection, Punctuation

Lesson 10: Mood and Voice
Lesson 11: Modifiers and Connectives

Proofreading Diagnostic Test 5 - Mood and Voice, Modifiers and Connectives

Lesson 12: Format, Publishing
Lesson 13: Case, Tense

Proofreading Diagnostic Test 6 - Final Examination

PREREQUISITES

Good command of the English language with no basic usage problems.

TUITION

\$375 (includes grammar and proofreading skills textbooks)

TEXTS

Grammar and proofreading skills textbooks

DURATION

13 lessons, approximately 30 hours of study. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

ENROLLMENT AND START DATES

Enrollment is currently open. Your syllabus will be online as soon as possible after registration is finished. Complete lessons at your own pace, as long as you finish them within six months.

BWC450 Public Relations and Copywriting

The *Public Relations and Copywriting Skills* course teaches the sophisticated skills required to be a successful writer of public relations materials and advertising copy.

The course teaches trainees how to

- o write sentences that have impact
- o identify a company, product, and service identity
- o know the audience and competition
- o write press releases, feature stories, and backgrounders
- o write brochures and flyers
- o write newsletters
- o write ads for magazines and trade publications
- o write for television, radio and audio-visual media
- o write speeches and presentations
- o write sales letters and direct mail

CONTENT

Lesson 1: Introduction - Writing for Public Relations and Advertising

Lesson 2: Writing to Motivate

Lesson 3: Preparing for Writing

Lesson 4: The News Release

Lesson 5: The Feature Story

Lesson 6: Photos and Illustrations

Lesson 7: Leaflets and Brochures

Lesson 8: Television, Radio, and Audio-visual Media

Lesson 9: Sales Letters and Direct Mail

Lesson 10: Writing Print Advertisements

Lesson 11: Avoiding Copy Problems and Generating Inquiries

Lesson 12: Writing the Headline

Lesson 13: Writing Copy that Communicates and Sells -- Final Exam

PREREQUISITES

Basic command of the English language with no serious usage problems.

TUITION

\$403 (includes three textbooks)

TEXTS

Public relations textbook and two copywriting textbooks

DURATION

13 lessons, approximately 26 hours of study. All lessons must be completed within four months. You may have a one-time two-month extension to finish the course.

ENROLLMENT AND START DATES

Your syllabus will be online as soon as possible after registration is finished. Complete lessons at your own pace.

BWC215 Recording and Writing Meeting Minutes

The *Recording and Writing Meeting Minutes* course takes you through every step in the process of deciding with your company what types of minutes to take, preparing for taking minutes, recording your notes, writing the notes into clear minutes, and distributing the minutes.

The course teaches you how to

- o Decide on conventions and protocol for the organization's minutes
- o Choose a format and methods of distribution
- o Prepare for taking minutes
- o Record meeting information in notes
- o Write the minutes using appropriate vocabulary
- o Write the minutes using clear, effective sentences
- o Write the minutes using clear, simple punctuation

CONTENT

Lesson 1: Decide on Conventions and Protocol

Lesson 2: Types of Minutes

Lesson 3: Choosing Format and Methods of Distribution

Competency Examination 1

Lesson 4: Preparing for Taking Minutes

Lesson 5: Recording Meeting Information

Competency Examination 2

Lesson 6: Using Appropriate Vocabulary

Lesson 7: Writing Effective Sentences

Lesson 8: Using Clear, Simple Punctuation

Competency Examination 3

PREREQUISITES

Basic command of the English language with no serious usage problems.

TUITION

\$166

TEXTS

All course materials are online.

DURATION

8 lessons, approximately 12 hours of study. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

ENROLLMENT AND START DATES

Enrollment is currently open. Your syllabus will be online as soon as possible after registration is finished. Complete lessons at your own pace, as long as you finish them within six months.

BWC120 Review of Common ESL Problems

The *Review of Common ESL Problems* course is for people who have a good command of the English language, but have basic usage problems resulting from learning English as a second language. It requires the trainee to review all of the standard ESL problem areas. For a more individualized course that focuses only on the skills the trainee needs, we recommend BWC130: Individualized Writing for Nonnative Speakers of English.

The course reviews English usage rules in the following areas that cause problems for nonnative speakers of English:

1. Singulars and plurals
 - count and non-count nouns
 - determiners with singular and plural nouns
 - using "one of," nouns as adjectives, and "States" in names or titles
 - using nouns with irregular plurals
2. Articles
 - using "a," "an," and "the" with singular count nouns
 - using articles with plural nouns and non-count nouns
 - using "the" with proper nouns and gerunds
3. Word order
 - understanding standard and inverted word order
 - understanding placement of adjectives
 - understanding placement of adverbs
4. Prepositions
 - recognizing prepositions
 - using prepositions with expressions of time and place
 - using prepositions in phrasal verbs
 - using prepositions in common expressions
5. Gerunds, infinitives, and participles
 - using gerunds and infinitives as subjects
 - using a gerund, not an infinitive, as an object after certain verbs
 - using an infinitive, not a gerund, as an object after certain verbs
 - knowing how meaning changes when certain verbs are followed by a gerund or an infinitive as an object
 - understanding that meaning does not change whether a gerund or an infinitive follows certain sense verbs
 - choosing between "ing" and "ed" forms for adjectives
6. Modal auxiliary verbs
 - conveying ability, necessity, advisability, possibility, and probability with modals
 - conveying preferences, plans, and past habits with modals
 - recognizing modals in the passive voice
7. Other ESL problem areas
 - noun and adjective suffixes
 - not repeating subjects with personal pronouns in the same clause
 - using "to" and "for" with indirect objects
 - phrasing indirect questions
 - changing verb form in only one verb in a verb phrase
 - not omitting pronoun subjects
 - not omitting "it" included in an expletive

- revising long sentences
- using only one end punctuation mark

PREREQUISITES

Basic command of the English language.

TUITION

\$346 (includes textbook)

TEXT

Grammar textbook

DURATION

Thirteen lessons, approximately 24 hours of study. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

ENROLLMENT AND START DATES

Enrollment is currently open. Your syllabus will be online as soon as possible after registration is finished. Complete lessons at your own pace, as long as you finish them within six months.

BWC465 Writing Clear Instructions and Procedures

The *Writing Clear Instructions and Procedures* course teaches the skills required to instructions and procedures such as how to complete a transaction or change a defective part.

CONTENT

- Lesson 1: Evaluate your readers.
- Lesson 2: Perform a task analysis.
- Lesson 3: Identify tasks, steps, and actions.
- Lesson 4: Anticipate errors and identify remedies.

Competency Examination 1

- Lesson 5: Write the introduction and conclusion.
- Lesson 6: Write the tasks, steps, actions, possible errors, and remedies.

Competency Examination 2

- Lesson 7: Use speed boxes and other aids.
- Lesson 8: Use visual aids when possible.

Competency Examination 3

- Lesson 9: Use clear, simple sentences.
- Lesson 10: Use vocabulary the readers understand.

Competency Examination 4

- Lesson 11: Create a visual blueprint.
- Lesson 12: Test accuracy and usability.
- Lesson 13: Edit and proofread.

Final Competency Examination

PREREQUISITES

Good command of the English language with no basic usage problems.

TUITION

\$280

TEXTS

All course materials are online.

DURATION

12 lessons, approximately 30 hours of study. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

ENROLLMENT AND START DATES

Enrollment is currently open. Your syllabus will be online as soon as possible after registration is finished. Complete lessons at your own pace, as long as you finish them within six months.

BWC425 Writing Clear, Objective Audit Reports

The *Writing Clear, Objective Audit Reports* course teaches the skills required to organize data from audits into clear, objective reports.

CONTENT

- Lesson 1: Understanding the readers and expectations
- Lesson 2: Objectives and specifications for the research report
- Lesson 3: Facts, conclusions, inferences, and judgments
- Lesson 4: Moving data to messages objectively
- Lesson 5: Organizing
- Lesson 6: Using guideposts for clarity
- Lesson 7: Writing clearly
- Lesson 8: Writing user-friendly audit reports
- Lesson 9: Editing
- Lesson 10: Writing concisely
- Lesson 11: Audit report format and publishing
- Lesson 12: Proofreading

PREREQUISITES

Good command of the English language with no basic usage problems.

TUITION

\$280

TEXTS

All course materials are online.

DURATION

12 lessons, approximately 30 hours of study. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

ENROLLMENT AND START DATES

Enrollment is currently open. Your syllabus will be online as soon as possible after registration is finished. Complete lessons at your own pace, as long as you finish them within six months.

BWC330 Comprehensive Understanding of English Usage

The *Comprehensive Understanding of English Usage* course consists of thirteen lessons reviewing all of the major areas of English usage. You will be tested at the end of every lesson and will receive your test scores immediately. The scores will be e-mailed to your instructor.

Because of the amount of work involved in the course, there are no writing assignments. You must study and learn conscientiously until you are ready to take the test for each lesson. Tests are timed. You will not be able to look up answers in your book.

CONTENT

- Lesson 1: Parts of Speech and Sentence Structures
- Lesson 2: Verbs
- Lesson 3: Case and Pronoun Reference
- Lesson 4: Agreement, Adjectives, and Adverbs
- Lesson 5: Sentence Problems: Fragments, Splices
- Lesson 6: Awkward Sentences
- Lesson 7: Conciseness, Coordination/Subordination, Parallelism
- Lesson 8: Sentence Variety and Emphasis, the Meaning of Words
- Lesson 9: The Effect of Words, Spelling, Hyphenation
- Lesson 10: Periods and Commas
- Lesson 11: Semicolons, Colons, Apostrophes, Quotation Marks
- Lesson 12: Dashes, Parentheses, Brackets, Ellipses, Slashes, Capitals, Italics, Abbreviations, and Numbers
- Lesson 13: Review

PREREQUISITES

Basic command of the English language with few basic usage problems. This course is not intended for people who have basic usage problems. It assumes that the trainee has few or no usage problems and wants to learn more about English usage.

TUITION

\$346 (includes textbook)

TEXTS

Grammar textbook

DURATION

13 lessons, approximately 36 hours of study. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

ENROLLMENT AND START DATES

Enrollment is currently open. Your syllabus will be online as soon as possible after registration is finished. Complete lessons at your own pace, as long as you finish them within six months.

BWC422 Technical Writing

The *Technical Writing* course teaches business writers how to prepare letter reports and technical reports about subjects that require technical explanations, diagrams, charts, and jargon understood by technical readers. The term, "technical writing," is often used mistakenly to describe other forms of business writing, especially those in the list that follows. For each of these forms of business writing, click on the link in the "Course devoted to it" column to see the course devoted to teaching the skills specific to that form of writing. It will open a new window, so to return to this page, close the window.

Type of writing	Course devoted to it
business correspondence and standard business reports	BWC210 Business Writing Skills
user's manuals and other computer-user support materials	BWC460 Writing Computer User Manuals and System Documentation
business research reports	BWC420 Business Research Report Writing Skills
audit reports	BWC425 Writing Clear, Objective Audit Reports

The course teaches the technical writer how to present technical information to technical readers so they understand the concepts and can apply them in their work. The course is not intended to explain technical subjects to non-technical readers. The Business Writing Skills course teaches the skills required to explain any concepts to non-technical readers using clear, straightforward, simple explanations.

CONTENT

Diagnostic 1: Initial diagnosis of writing ability

- Lesson 1: The client and audience
- Lesson 2: Objectives and specifications for the technical report
- Lesson 3: Methods of selecting information
- Lesson 4: Formats for the major types of technical documents
- Lesson 5: Presenting technical explanations clearly

Diagnostic 2: Writing clearly

- Lesson 6: Organizing
- Lesson 7: Using guideposts for clarity

Diagnostic 3: Synthesizing and organizing

- Lesson 8: Writing clearly
- Lesson 9: Using visual devices

Diagnostic 4: Complete sample report

Lesson 10: Editing
Lesson 11: Writing concisely
Lesson 12: Format and publishing
Lesson 13: Proofreading

Diagnostic 5: Final complete report

PREREQUISITES

No severe usage problems

TUITION

\$280

TEXTS

All texts are provided online.

DURATION

13 lessons, approximately 30 hours of study. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

ENROLLMENT AND START DATES

Enrollment is currently open. Your syllabus will be online as soon as possible after registration is finished. Complete lessons at your own pace, as long as you finish them within six months.

BWC800 Train the Trainers

Dr. Craig Hogan, director of the Business Writing Center, trains a company's trainers to use the Business Writing Center suite of training materials to train their own employees. Dr. Hogan has a background in training trainers, has published a book teaching administrators how to help teachers teach more effectively, and has served as the training specialist working with faculty in two universities and a medical school.

In this train-the-trainers course, Dr. Hogan helps the trainers decide the sets of materials they would like their employees to go through and guides them through the materials as though they were taking the course themselves. During the experience, he helps them understand the discipline of writing instruction and how to present the materials to trainees.

CONTENT

The training materials the trainers select from the online suites of training materials and courses.

PREREQUISITES

None

TUITION

\$470

TEXTS

All course materials are online.

DURATION

Approximately 32 hours of study. All lessons must be completed within four months. You

may have a one-time two-month extension if you need the time to finish the course.

ENROLLMENT AND START DATES

Enrollment is currently open.

BWC340 Writing Effective Business Letters

The *Writing Effective Business Letters* course teaches you how to communicate clearly and effectively in business letters. It explains the basic skills necessary to be so clear you cannot be misunderstood, then applies that to different types of letters.

CONTENT

- Lesson 1: Decide your purpose and audience.
- Lesson 2: Organize your writing.
- Lesson 3: Write so your readers cannot possibly misunderstand.
- Lesson 4: Use words and sentences that readers understand easily.
- Lesson 5: Convey your message in as few words as possible.
- Lesson 6: Edit and proofread your writing.
- Lesson 7: Apply the skills to letters of request, persuasion, and response.
- Lesson 8: Apply the skills to good news and bad news messages.

PREREQUISITES

Basic command of the English language with few basic usage problems.

TUITION

\$166

TEXTS

All course materials are online.

DURATION

Approximately 16 hours of study. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

ENROLLMENT AND START DATES

Enrollment is currently open. Your syllabus will be online as soon as possible after registration is finished. Complete lessons at your own pace, as long as you finish them within six months.

BWC460 Writing Computer User Manuals and System Documentation

The *Writing Computer User Manuals and System Documentation* course teaches the skills of writing computer system documentation, user's manuals, installation guides, and quick-reference guides. It teaches a task-oriented approach to developing user support materials: all of the writing is done from the user's point of view, not the system's. The goal of computer user support materials is to make the user successful and satisfied with the system.

CONTENT

- Lesson 1: Introduction to Writing User Support Materials
ASSIGNMENT: Submit a writing sample
- Lesson 2: Understanding Users

- Lesson 3: Planning the Project
- Lesson 4: Doing the Task Analysis
- Lesson 5: Working with Subject-Matter Experts
- Lesson 6: Writing Steps and Actions So Users Cannot Misunderstand
- Lesson 7: Using Illustrations, Screens
- Lesson 8: Writing Online Help and Tutorials
- Lesson 9: Choosing a Reader-friendly Format
- Lesson 10: Writing the Quick-Reference Guide
- Lesson 11: Usability Testing
- Lesson 12: Editing, Proofreading, and Style
- Lesson 13: Publishing the Manuals

PREREQUISITES

Basic command of the English language with no serious usage problems.

TUITION

\$351 (includes text in writing user manuals and documentation)

TEXT

Writing user manuals and documentation

DURATION

13 lessons, approximately 34 hours of study. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

ENROLLMENT AND START DATES

Enrollment is currently open. Your syllabus will be online as soon as possible after registration is finished. Complete lessons at your own pace, as long as you finish them within six months.

BWC370 Writing Effective Sales Letters

The *Writing Effective Sales Letters* course teaches sales professionals how to write letters that move a potential customer to action by understanding the customer's needs and desires. Good sales copy is not a matter of simply communicating a message to the potential customer. It moves the person to feel the motivation, excitement, and conviction of the writer and to want the product or service the sales person is promoting.

Central to writing effective sales letters is having the sales mentality, which links the sales letter writer to the potential customer so intimately that both move to the same rhythm.

This course uses three books:

1. A sales-letter book that is has a practical approach to understanding the reader and purpose
2. A book that focuses on writing letters in general to customers when sales are always an issue
3. A direct-sales book that teaches the skills of writing direct mail that has impact

CONTENT

Lesson 1: The importance of pre-writing

Lesson 2: Opening with a Gambit that Builds Trust

Lesson 3: Getting Your Sales Letter Delivered, Looked At, and Read

Lesson 4: Handling Pricing Issues So They Don't Short Circuit the Sale

Lesson 5: Copywriting and Writing a Powerful First Draft

Lesson 6: Rewriting to Laser Guide Your Message

Lesson 7: Using Strategies: Answering Questions and Objectives, Sparking Immediate Action, Following the Effective Letter Checklists, Using Graphic Enhancements

Lesson 8: Using Strategies: Skipping Apologies, The "Yes" Plan, The No Plan, Thank You, Used and Abused

Lesson 9: Rewriting: Rewriting for Passion and Clarity, Getting a Pretest, Bringing Your Letter to Life, Changing Graphic Enhancements

Lesson 10: Writing to Persuade

Lesson 11: Writing a Motivating Sales Plan

Lesson 12: Opening and Closing to Give the Message Impact

Lesson 13: Editing, Polishing, and Sending

PREREQUISITES

Basic command of the English language with no serious usage errors.

TUITION

\$323 (includes three textbooks)

TEXTS

Three textbooks in writing sales letters

DURATION

13 lessons, approximately 32 hours of study. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

ENROLLMENT AND START DATES

Enrollment is currently open. Your syllabus will be online as soon as possible after registration is finished. Complete lessons at your own pace, as long as you finish them within six months.

BWC350 Writing Effective Workplace E-mail

The purpose of the *Writing Effective Workplace E-mail* course is to teach business writers how to write e-mail that has the impact the writer wants, motivates readers to respond as hoped, and accomplishes the writer's business objectives. It presents a highly structured approach to writing e-mail that can be applied to all e-mail and memos.

Trainees read the core lessons teaching them how to write e-mail that produces results. As they read the lessons, they write and submit e-mails. The instructor critiques the e-mails, commenting on the use of all writing skills as well as those taught specifically in the online e-mail writing course.

The Comprehensive course is more extensive than the Essentials course and has more writing samples that are evaluated by the instructor.

CONTENT

- Lesson 1: Know What Is and Is Not Appropriate
- Lesson 2: Use Short, Clear Sentences and Simple Punctuation

Competency Examination 1

- Lesson 3: Write Concisely
- Lesson 4: Avoid Clumsy Phrases, Complex Vocabulary, and Stiff Language
- Lesson 5: Format for Readability
- Lesson 6: Proofread Your E-mails

Competency Examination 2

- Lesson 7: Write a Clear, Meaningful Subject Line
- Lesson 8: Write an Informative Beginning

Competency Examination 3

- Lesson 9: Use Headings, Generalizations, and Paragraphs
- Lesson 10: Write a Cordial, Informative Conclusion

Competency Examination 4

- Lesson 11: Write Enough but Not Too Much
- Lesson 12: Follow Up

Competency Examination 5

PREREQUISITES

Basic command of the English language with few usage problems.

TUITION

\$280

TEXTS

All text materials are online.

DURATION

12 lessons and 5 competency examinations, approximately 30 hours of study. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

ENROLLMENT AND START DATES

Enrollment is currently open. Your syllabus will be online as soon as possible after registration is finished. Complete lessons at your own pace, as long as you finish them within six months.

BWC495 Writing Skills for Technical Call Center Representatives

The Business Writing Center offers a set of materials for use by technical call center representatives without a trainer to help them learn how to write clear, effective support e-mails. The cost is \$25 per representative and the materials remain online for one year. To examine a set of the materials, e-mail the Center at center@writingtrainers.com.

The Center also offers a course taught by the Center faculty. This special course is offered in cooperation with Service Strategies, Inc., a company that specializes in working with technical call centers. For more information about the course, please e-mail the Center at center@writingtrainers.com or call us at 800 827-3770 (309 452-2831 outside of the US).

CONTENT

Course 1: Basic Writing Skills

- Lesson 1-1 Write in Blocks
- Lesson 1-2 Write Enough, But Not Too Much
- Lesson 1-3 Mark the Blocks Clearly
- Lesson 1-4 Use Words the Reader Understands
- Lesson 1-5 Use Sentences the Reader Understands
- Lesson 1-6 Write Concisely
- Lesson 1-7 Use Aids to Understanding
- Lesson 1-8 Write Clear Procedures
- Lesson 1-9 Edit and Proofread
- Lesson 1-10 Know the Commonly Confused Words
- Lesson 1-11 Avoid the 30 Most Common Business Writing Errors

Course 2: Writing Customer-Support Messages

- Lesson 2-1 Step 1: Interpret the Customer's Message
- Lesson 2-2 Step 2: Decide the Next Action
- Lesson 2-3 Next Action 1: Pick Up the Phone and Call
- Lesson 2-4 Next Action 2: Escalate the contact
- Lesson 2-5 Next Action 3: Request Further Information
- Lesson 2-6 Next Action 4: Solve the Problem
- Lesson 2-7: Write the Subject Line
- Lesson 2-8: Write the Greeting
- Lesson 2-93: Acknowledge the Customer's Feelings
- Lesson 2-104: Assure the Customer You're Working for Him or Her
- Lesson 2-11: State the Problem
- Lesson 2-12: Explain the Next Step or Status
- Lesson 2-13: Describe Possible Causes (for Problems)
- Lesson 2-14: Explain Remedies and Actions
- Lesson 2-15: Explain Customer Actions
- Lesson 2-16: Write the Next Step or Options
- Lesson 2-17: Write a Cordial Closing
- Lesson 2-18 Follow Up

PREREQUISITES

No severe usage problems.

TUITION

\$327

TEXTS

All materials are online.

DURATION

32 lessons, approximately 36 hours of study. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

ENROLLMENT AND START DATES

Enrollment is currently open. Contact the Business Writing Center for details.

BWC424 Writing Specialized Reports

The *Writing Specialized Reports* course teaches the skills required to write clear, explicit specialized business reports that have a format prescribed by the organization. The five competency examinations in this course all require the trainee to submit a specialized report he or she prepares as part of normal work activities. The trainer helps the trainee apply the general skills of business report writing to the specialized reports he or she writes.

CONTENT

Plan the Report

1. Set goals.
2. Know your readers.
3. Choose strategies based on the goals and readers.

Competency Examination 1 Submit an actual work report.

Prepare Your Notes

4. Learn how to overcome writer's block.
5. Prepare notes for your report.

Organize the Writing

6. Have an organizational pattern in mind.
7. Use special organizational patterns for some messages.

Introduce the Content

8. Write a clear, complete report introduction.
9. State the contents of the report.
10. State conclusions and recommendations in the introduction.

Present Explanations in Blocks

11. Write the explanations in blocks.
12. Keep explanations of a subject together in one block.
13. Check each block for focus.
14. Check each block for completeness.
15. Open each block with a statement of the contents.
16. Use headings to open blocks.
17. Bold field or data names to identify them as blocks.

Competency Examination 2
Submit an actual work report.

Present Lists Clearly

18. Create lists.
19. Open list blocks.
20. Mark the list items clearly.
21. Keep list items in a single list.
22. Keep list items in the same format.
23. Present information in tables when possible.
24. Consider information blueprinting to be explicit.

Competency Examination 3
Submit an actual work report.

Write Clear, Complete Explanations

25. Write to build conclusions in the reader's mind.
26. For reports, write clear, complete, relevant explanations.
27. Use key words consistently.
28. Fully explain each new concept word or phrase.
29. Use full phrases to define words clearly.

Write Conclusions that Have Impact

30. Write a conclusion that achieves your goals.

Competency Examination 4
Submit an actual work report.

Write Clear, Effective Paragraphs, Sentences, and Words

31. Use paragraphs to organize information.
32. Write concisely.
33. Combine sentences to show relationships.
Separate sentences to make them clearer.
34. Write clear, simple, straightforward sentences.
35. Write strong, direct sentences.
36. Write clearly and simply for non-technical readers.
37. Use words the reader will understand.

Prepare a Polished, Correct Final Draft

38. Use your spell checker and grammar checker.
39. Proofread.

Competency Examination 5
Submit an actual work report

PREREQUISITES

No severe usage problems

TUITION

\$280

TEXTS

All course materials are online

DURATION

The course has 37 skill guidelines. It requires approximately 30 hours of study. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

ENROLLMENT AND START DATES

Enrollment is currently open. Your syllabus will be online as soon as possible after registration is finished. Complete lessons at your own pace, as long as you finish them within six months.

BWC360 Writing Successful Business Proposals

The *Writing Successful Business Proposals* course teaches the skills required to prepare successful business proposals for potential customers or clients. It teaches the structure of a business proposal as a series of slots into which you will place persuasive information. It then teaches methods of persuasion and effective, clear, correct writing.

The course stresses the competitive nature of proposals and the need to understand the readers and decision-makers.

You will practice writing the essential parts of a business proposal and will produce at least one complete business proposal. You may use a proposal you are actually preparing for your business.

CONTENT

- Lesson 1: Your orientation toward proposals
- Lesson 2: Analyzing the potential customer or client
- Lesson 3: Developing strategies for producing a successful proposal
- Lesson 4: Developing themes and persuading
- Lesson 5: Writing the situation and objectives
- Lesson 6: Writing the methods
- Lesson 7: Writing the qualifications
- Lesson 8: Writing the costs and benefits
- Lesson 9: Writing: beginning and revising
- Lesson 10: Special techniques: headings, lists, tables, graphs, charts
- Lesson 11: Format and appearance
- Lesson 12: Producing the finished document
- Lesson 13: Evaluations, reviews

PREREQUISITES

Basic command of the English language with no serious usage errors.

TUITION

\$342 (includes two textbooks)

TEXTS

Two textbooks in writing business proposals

DURATION

13 lessons, approximately 32 hours of study. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

ENROLLMENT AND START DATES

Enrollment is currently open. Your syllabus will be online as soon as possible after registration is finished. Complete lessons at your own pace, as long as you finish them within six months.

BWC470 Plain English Writing Skills

The *Plain English Writing Skills* course is responding to the movement in law, business, government, medicine, finance, and academics to simplify contracts, reports, legal documents, research explanations, and other writing that is often fogged by gobbledygook, business-eze, lawtalk, unnecessarily complex and stilted phrasing, and jargon so thick the reader isn't able to penetrate it to get to the meaning.

CONTENT

- Lesson 1: You must want to use plain English
- Lesson 2: Plain English--what it is and what it isn't
- Lesson 3: Know your audience
- Lesson 4: Know the information you need to communicate
- Lesson 5: Write concisely--avoid unnecessary detail and explanations
- Lesson 6: Avoid conventions that confuse--acronyms, abbreviations, jargon, defined terms
- Lesson 7: Use simple, plain English words
- Lesson 8: Write plain, simple sentences

PREREQUISITES

Basic command of the English language with no serious usage errors.

TUITION

\$166

TEXTS

All course materials are online

DURATION

13 lessons, approximately 16 hours of study. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

ENROLLMENT AND START DATES

Enrollment is currently open. Your syllabus will be online as soon as possible after registration is finished. Complete lessons at your own pace, as long as you finish them within six months.

BWC480 Legal Proofreading Skills

The *Legal Proofreading Skills* course trains anyone working in the legal profession to proofread effectively. It begins with a review of proofreading principles and techniques. The course then

goes through a review of English usage, ending with a lesson on legal definitions and another on checking citations. The course includes pre- and post-tests for the course and each lesson.

CONTENT

- Lesson 1: Proofreading principles
- Lesson 2: Proofreading techniques
- Practice diagnostic test
- Lesson 3: Omissions, additions, typos
- Lesson 4: Number accuracy
- Lesson 5: Transposition errors
- Lesson 6: Abbreviations
- Lesson 7: Word division
- Lesson 8: Number expression
- Lesson 9: Capitalization
- Lesson 10: Commas
- Lesson 11: Other punctuation
- Lesson 12: Special punctuation
- Lesson 13: Spelling
- Lesson 14: Confusing words
- Lesson 15: Subject/verb agreement
- Lesson 16: Pronoun agreement
- Lesson 17: Using defined terms consistently
- Lesson 18: Citations

PREREQUISITES

Basic command of the English language with few usage problems.

TUITION

\$166

TEXTS

All course materials are online.

DURATION

18 lessons, approximately 12 - 24 hours of study. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

ENROLLMENT AND START DATES

Enrollment is currently open. Your syllabus will be online as soon as possible after registration is finished. Complete lessons at your own pace, as long as you finish them within six months.

BWC423 Writing Technical Explanations for Non-technical Readers

The *Writing Technical Explanations for Non-technical Readers* course teaches the skills required to write technical explanations for readers who are not specialists in the subject and don't know the jargon.

CONTENT

Lesson 1: Communicate technical subjects clearly to non-technical readers.

- Lesson 2: Provide information that suits the reader's knowledge of the subject, educational background, technical expertise, need for concrete explanations, and need for depth of knowledge.
- Lesson 3: Include everything every intended reader needs to achieve your objectives.
- Lesson 4: Give readers the information they need at the specific points where they need it for maximum understanding.
- Lesson 5: When readers have differing needs or abilities, write different versions of the document or sections within the document to match the readers' needs and abilities.
- Lesson 6: Write the information in clearly defined information blocks that the reader can read, understand, and remember, one block at a time.
- Lesson 7: For each information block, write an explicit opening statement the reader can use to begin putting the block's details into a framework.
- Lesson 8: Present information in a clear visual blueprint so readers can see the organization as they read.
- Lesson 9: Use tables to organize the information so readers can place the details into a clear framework.
- Lesson 10: Use key terms consistently.
- Lesson 11: Fully explain the concept behind every new key term as the reader encounters it.
- Lesson 12: Write clear, focused, organized paragraphs that help readers identify, understand, and remember concepts.
- Lesson 13: Write sentences that are complete, simple, clear, and straightforward.
- Lesson 14: Use only simple punctuation.
- Lesson 15: Use words every intended reader will understand.

PREREQUISITES

Good command of the English language with no basic usage problems.

TUITION

\$280

TEXTS

All course materials are online.

DURATION

12 lessons, approximately 30 hours of study. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

ENROLLMENT AND START DATES

Enrollment is currently open. Your syllabus will be online as soon as possible after registration is finished. Complete lessons at your own pace, as long as you finish them within six months.

BWC427 Writing Interesting, Informative Web Pages

The *Writing Interesting, Informative Web Pages* course teaches the skills required to write Web pages that Web surfers will read for content. If you are interested in writing copy that will entice readers to buy products or services, the course BWC428 Writing Online Copy for Web Pages includes extensive training in writing Web copy.

BWC427 uses one book that is an online copywriter's handbook, but which has a thorough review of the techniques necessary to make any online text interesting and readable. You will write Web text for your own Web site using the skills, and you will receive coaching and feedback from the trainer. If you do not have a Web site, the Business Writing Center will help you select a domain name and establish a site. Cost for the domain name and the first year of Web hosting is approximately \$68. You will own the domain name and site. The course will use the pages you develop for your Web site in your training.

CONTENT

- Lesson 1: Setting Up Your Web Site
- Lesson 2: Writing for the Internet
- Lesson 3: Adapting Existing Print Materials to the Web
- Lesson 4: Using Visuals on Your Web Copy
- Lesson 5: Creating an Effective Web Site
- Lesson 6: Home Pages and Splash Page
- Lesson 7: Guest Books, Forums, Shopping Carts, and Other Web Pages
- Lesson 8: Organizing the Page Content
- Lesson 9: Write Clear, Simple Text
- Lesson 10: Write Concisely
- Lesson 11: Proofread Carefully

PREREQUISITES

Good command of the English language with no basic usage problems.

TUITION

\$304 (includes textbook)

TEXT

Textbook in writing Web pages

DURATION

11 lessons, approximately 24 hours of study. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

ENROLLMENT AND START DATES

Enrollment is currently open. Your syllabus will be online as soon as possible after registration is finished. Complete lessons at your own pace, as long as you finish them within six months.

BWC428 Writing Online Copy for Web Pages

The *Writing Online Copy for Web Pages* course teaches the skills required to write Web pages that promote products and services. The course also includes training in how to write Web pages that Web surfers will read for content. If you are interested solely in writing interesting Web content, the course BWC427 Writing Interesting, Informative Web Pages contains the training in how to write Web pages that surfers will entice readers to stop and read.

BWC428 uses two of the foremost textbook available today that teach the skills of writing Web promotional copy. You will write Web advertising copy using the skills and receive coaching and feedback from the trainer. If you are actually writing Web pages now, the course will use those pages in your training.

CONTENT

- Lesson 1: Writing for the Internet
- Lesson 2: Fundamentals of Persuasive Online Copy
- Lesson 3: Strategies for Generating Sales
- Lesson 4: Adapting Existing Print Copy to the Web
- Lesson 5: Illustrating Your Web Copy
- Lesson 6: Creating an Effective Web Site
- Lesson 7: Home Pages and Splash Page
- Lesson 8: Guest Books, Forums, Shopping Carts, and Other Web Pages
- Lesson 9: Internet Direct Mail
- Lesson 10: Advertising on the Internet: Banner and E-Zine Ads
- Lesson 11: Electronic Newsletters: E-Zines
- Lesson 12: Web Documents
- Lesson 13: Web Promotions
- Lesson 14: Writing Web Pages to Inform
- Lesson 15: Writing Clear, Simple Text
- Lesson 16: Proofread Carefully

PREREQUISITES

Good command of the English language with no basic usage problems.

TUITION

\$327 (includes textbook)

TEXTS

Two textbooks in writing online copy for Web pages

DURATION

16 lessons, approximately 30 hours of study. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

ENROLLMENT AND START DATES

Enrollment is currently open. Your syllabus will be online as soon as possible after registration is finished. Complete lessons at your own pace, as long as you finish them within six months.