

BUSINESS COMMUNICATION IN ENGLISH II, (ECTS 3)

This course will primarily focus on written business correspondence, but will also cover several aspects of oral business communication. Fundamental to any communication course and especially to business communication is the idea that writers/speakers need to know how to adapt to the rhetorical context, which includes audience, subject, purpose, and media. In this course you will practice exercising critical reading, thinking, and writing skills such as: choosing the appropriate tone and outlook for business correspondence, articulating clear, concise, and successful business messages, adjusting your writing to multiple audiences, purposes, and conventions.

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