

BM-EME

E-MAIL ETIQUETTE



DURATION	LEVEL	TECHNOLOGY	DELIVERY METHOD	TRAINING CREDITS
1 Day	Business Introduction	Management & Soft Skills	VILT & ILT	NA

INTRODUCTION

This course introduces you to the world of effective emailing. Create more engaging presentations, more actionable e-mails, and more persuasive memos. The need for sharp writing skills in business is greater today than ever before. We're surrounded by mountains of text on our virtual and actual desktops every day. Learn how to choose the most powerful words and write the most effective documents to give yourself a much-needed edge.

AUDIENCE PROFILE

The use of e-commerce has become one of the most effective ways of doing business. E-mail users should also be aware of the cultural significance of e-mail. This course is there for recommended to anyone that is interested in learning how to apply a compelling and professional voice to electronic writing.

PREREQUISITES

There are no prerequisites for this course.

COURSE OBJECTIVES

After completing this course, you will know how to:

- Review the basics of spelling, punctuation, and usage.
- Understand practical principles for sharpening your writing style.
- Explore ways to improve business memos, emails, and letters.
- Learn about writing bad news and writing to persuade.
- Understand personality types to improve business communication.

COURSE CONTENT

Lesson 1: Back to the Basics

- Mastering Spelling, Punctuation, and Usage
- Six Tips for Better Spelling
- Punctuation Pointers
- Part Summary

Lesson 1: E-mail basics

- Topic A: E-mail Characteristics
- Topic B: E-mail Programs
- Topic C: When to use E-mail
- Topic D: Writing an E-mail Message

Lesson 2: E-mail policies

- Topic A: Company Policies

- Topic B: Copyright Laws, Viruses, and Liability

Lesson 3: E-mail Features and Security

- Topic A: Features of an E-mail Program
- Topic B: Securing E-mail

Lesson 4: E-mail Messages

- Topic A: Message Headers
- Topic B: E-mail Message Body

Lesson 5: E-mail effectiveness

- Topic A: E-mail Recipients

- Topic B: Message Management

Lesson 6: Netiquette guidelines

- Topic A: Netiquette Style
- Topic B: Emoticons and Abbreviations

Lesson 7: Composing Online Correspondence

- Topic A: Online Communication
- Topic B: Language and Punctuation
- Topic C: Efficient Writing Habits

ASSOCIATED CERTIFICATIONS & EXAM

There is no exam associated with this course.