

# CPD Course in Effective Business Communicating

## Open Learning Programme Information

<b>Programme Information</b>	<b>Course Outline</b>	<p><b>Module 1 :</b> <b>The Essentials of Communication</b></p> <p>The Importance of Good Communication    Modes of Communication  The Key Elements of Communication  The Whole Message  What Does the Recipient Expect?</p> <p><b>Module 2:</b> <b>Sending Informal Messages</b></p> <p>Memoranda ('Memos')  Electronic Mail (Email)  Text Messages  Facsimiles or 'Faxes'</p> <p><b>Module 3 :</b> <b>Sending Formal Messages</b></p> <p>Letters - The First Impression  Letters - Greetings and Sign-Off  The Details  Letters - Writing Clearly  Letters - Writing Accurately  Formal Emails  Reports and Proposals  Reviewing Formal Letters and Reports</p> <p><b>Module 4 :</b> <b>Two-Way Communication</b></p> <p>The Telephone  Using the Answer Phone  Using the Mobile Phone  Face-to-Face Meetings</p> <p><b>Module 5 :</b> <b>Presentations</b></p> <p>Presentation Skills  First Impressions,  Explaining Your Points Clearly Humour  Inviting Discussion  Ending the Presentation</p> <p><b>Module 6:</b> <b>Advertising</b></p> <p>Press Releases  Newspaper Advertisements  Direct Mail  Web Sites</p> <p><b>Module 4 :</b> <b>Two-Way Communication</b></p> <p>The Telephone  Using the Answer Phone  Using the Mobile Phone  Face-to-Face Meetings</p> <p><b>Module 5 :</b> <b>Presentations</b></p> <p>Presentation Skills  First Impressions,  Explaining Your Points Clearly Humour  Inviting Discussion  Ending the Presentation</p> <p><b>Module 6:</b> <b>Advertising</b></p> <p>Press Releases  Newspaper Advertisements  Direct Mail  Web Sites</p>
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