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Syllabus - Business and Professional Communication

The term professional communication refers to the various forms of speaking, listening, writing, and responding carried out both in and beyond the workplace,

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whether in person or electronically. From meetings and presentations to memos and emails to marketing materials and annual reports, in business communication, it's essential to take a professional, formal, civil tone to make the best impression on your audience, whether its members be your colleagues, supervisors, or customers.

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@inproceedings{Beebe2010BusinessAP, title={Business and Professional Communication: Principles and Skills for Leadership}, author={Steven A. Beebe and T. Mottet}, year={2010} }

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Beebe & Mottet, Business and Professional Communication ...

Coverage of new communication technology and social media, and an emphasis on building skills for business writing and business presentations, including the effective use of visual aids, will help students to understand the role of communication in successfully handling situations like job interviewing, providing feedback to supervisors, and working in teams.

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interpersonal skills, group communication skills, and presentation skills in business and professional settings. Spring 2020 Distance Learning Courses: SPCH 1321-001 Syllabus

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