SAMPLE PROGRAMME: Professional Writing

	Session 1	Session 2
Day one Morning (9.00 – 12.00)	Introductions Course content **APPROACHES** **B2B written communication** *Language Focus: Salutations contact information & closing.*	**INTERNAL LETTERS & EMAILS** *Clarity and accuracy* *Structure & layout* **ROLE-PLAY: HR-EMPLOYEE COREESPONDENCE** Examining common mistakes *Focus on: model texts and recurring features* **FEEDBACK AND FURTHER PRACTICE:** accuracy and grammar
Day one Afternoon (1.00 – 4.00)	**EMAILING (1)** Key email principles and practice *Language area: Formal/informal* *Apply various key language to different types of emails*	**EMAILING (2)** Complaints and apologies Tone, style, register. **ROLE-PLAY:** Customer service, receiving complaints and responding *Focus on: being tactful and diplomatic* **FEEDBACK AND FURTHER PRACTICE:** accuracy and grammar
Day two Morning (9.00 – 12.00)	**BLOGGING AND BUILDING A PROFILE** Writing a blog Planning, drafting, and editing *Language area: introductions & conclusions*	**LINKEDIN PROFILES** Optimized keywords **ROLE-PLAY:** create your profile *Focus on: promoting yourself and your accomplishments* **FEEDBACK AND FURTHER PRACTICE:** accuracy and grammar
Day two Afternoon (1.00 – 4.00)	**REPORTS** Executive summary Report structure and key phrases *Language area: conclusions & recommendations*	**MARKETING & MISSION STATEMENTS** Target audience, product/service, and USPs **ROLE-PLAY:** Write a mission statement for your company *Focus on; brainstorming & creativity* **FEEDBACK AND FURTHER PRACTICE:** accuracy and grammar

Please note: the final content will result from a needs analysis carried out before the course and refined on Day One.