PRST 330
Professional Writing and Presentations

COURSE DESCRIPTION

This course addresses the key concepts, models and practices of professional writing and presentations across a variety of sectors (private, public, non-profit and specialized). Increasing complexity, change and diversity around and within organizations, combined with rapidly evolving information technology, is transforming professional communication. The ability to write and present professional content within the contemporary performance environment is a key competency for managers and professional service providers in all sectors. Students will learn modern perspectives and current best practices for professional writing and presentations.

COURSE LEARNING OBJECTIVES

By the end of the course, students will be able to:

1. Describe the key concepts, models and practices related to professional writing and presentations across a variety of sectors (private, public, non-profit, specialized).
2. Explain the historical evolution, contemporary state and importance of professional writing and presentations
3. Identify the key general steps, practices and tools within the process of professional writing and presentations
4. Develop and conduct a professional presentation
5. Develop and prepare a professional report

COURSE EVALUATION

- Quizzes
- Discussion Boards
- Individual Project - Briefing Paper and Presentation
- Application Project – (1) write a briefing paper and consulting report, and (2) give a professional presentation

TOPICS
• Definition and importance of professional communication in the digital age
• Relationship between individual/organizational success and professional communication
• Key components of the professional writing process
  o Planning business messages
  o Organizing and drafting business messages
  o Revising business messages
  o Writing formal and informal reports
• Short workplace messages and digital media (positive, negative and persuasive messages)
• Business etiquette and interpersonal engagement
• Professional Presentations
• Employment communication
• Developing and writing a briefing paper and a consulting report
• Developing and presenting a professional briefing and report