

WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION

COURSE TITLE: Business Communications

COURSE NUMBER: BBM 320

PRE-REQUISITE(S): ENG 122

COURSE DESCRIPTION:

This course examines various oral and written communication mechanisms needed in organizations. This includes how to write policies, procedures, formal reports, and various types of messages such as favorable, unfavorable, and persuasive. In addition, the course examines effective oral presentations and how to run business meetings.

