



Course: Effective Written Communication in Spanish for Business Professionals

Contact Hours: 30

Pre-requisites: Oral Spanish for Business Professionals or Advanced Level Spanish done within the last 5 years

Abstract

This program aims at enabling the participant to understand a variety of texts written in Spanish, relating to communication within the world of business. The participant will also be provided with the necessary knowledge and skills to communicate through writing in a variety of fundamental business situations.

Course Outline

1) Personal and Professional Profile

- Distinguishing between types of letters
- Writing personal and business letters

2) E-mail and faxes

- Understanding faxes and e-mail
- Communicating using faxes and e-mail

3) Memoranda, messages, invitations, greeting cards

- Understanding and communicating information using memoranda, messages, invitations and greeting cards

4) Forms

- Filling out a variety of forms

5) Newspapers

- Reading and Understanding Essential Information in Newspapers

6) Advertisements and Announcements

- Understanding and Creating ads and announcements

7) Business Magazines

- Understanding and summarizing articles and reports (including data)

8) *Job Application and Resume (CV)*

- Understanding and writing a job application and a CV

9) *Signs and Brochures*

- Understanding and creating signs for the workplace
- Understanding and creating brochures