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Call BIR and speak with a counselor about the Applied Business Communication Program: 773-866-0111 or email: contact@birtraining.edu

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Main: 3601 W. Devon Ave., 60659
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Belmont: 6240 W. Belmont Ave., 60634
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*Not all programs available at all locations
*Admission requirements apply. Program involves the use of computer technology and the ability to read and write in English.

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Published Date: 01.22.2016

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Applied Business Communication Program

Your Key to Success in the Global Business Arena

The Applied Business Communication program explores the role of communication in the business world and tasks of writing and editing for business and social media. The program offers students the tools and techniques for the effective exchange of ideas whether they are engaged in academic pursuit or employed at a large commercial enterprise, a small corporation or anything in between. The growing demand for individuals possessing skills in business communication and social media marketing creates career opportunities in multiple fields such as public relations, banking and finance, tourism and hospitality, human resources and more.

Unpaid internship may be available in conjunction with this program.

Students Learn How To:

- Utilize social media communication platforms and marketing strategies
- Create effective business documents such as letters, memos, and reports
- Communicate effectively and professionally in business settings
- Establish social media presence on behalf of a business or an organization
- Create and present an original business proposal utilizing social media

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<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<td>ELP 104</td>
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Course Descriptions

ELP 102 Introduction to Communication in a Global Society

This course introduces students to the impact of new technologies on business communication within the context of globalization. Students practice e-business correspondence and its application within different social media platforms.

ELP 104 Business Communication and Correspondence

This course is designed to help students acquire essential written and oral skills needed in business and professional settings. Students will learn how to write business communications such as e-mails, memos, letters, resumes and reports utilizing business and academic writing techniques.

ELP 106 Introduction to Public Speaking

Presentations, negotiations, dialogs, and technical exchanges are common forms of business communication. Students learn how to communicate their ideas across to others in business situations.

ELP 108 Introduction to Writing for Social Media

The objective of this course is to teach the significance of communicating with a social media audience and consequently the differences between writing and editing for the social media on the Web and other media.

Prerequisite: ELP 102, ELP 104

ELP 202 Writing for Social Media

This course teaches concepts of planning & implementing online and social media tactics and strategies. Students learn to write for search engines and use social medial for business purposes such as creating Facebook and LinkedIn profiles, Twitter for customer relations, Tumblr, and Foursquare.

Prerequisite: ELP 108

ELP 204 Applied Business Communication Capstone

In this course, students apply their skills in communications, social media technology, and research that they have acquired in the program to creatively resolve a business challenge as a means for achieving their client’s objective. Students research their topic, organize the information, and present the results of their project on behalf of an organization trying to build market share, reach new audiences, attract investors, and interact with customers.

Prerequisite: 20 credits in the Applied Business Communication program