

**Course Objectives/Course Outline
Spokane Community College**

Course Title: Business Writing for the Web
Prefix and Course Number: BT 274

Course Learning Outcomes:

By the end of this course, a student should be able to complete the following skills:

- Define the purpose and analyze the audience for Web-based communication.
- Describe the differences between successful writing for the Web and writing more traditional business messages and then effectively implement appropriate strategies for Web writing
- Understand when and how non-textual communication (visual design, images, sound, etc.) should be used to reach business audiences and effectively implement appropriate strategies for Web writing to achieve business purposes.

Course Outline:

- I. Web writing vs. print-based writing
- II. Web writing process
- III. Design/organize Web content
 - A. Headlines/headings
 - B. Illustrations
 - C. Lists/tables
- IV. Adapting the message to audience
- V. Editing/revising