

## Email as a Strategic Business Tool

**Publisher:** CourseILT

**Code:** 0619148799

**ISBN:** 0619148799

**Version:** 1

**Course Length:** 1 day (6+ hours)

**Prerequisites:** None

**What's in *Email as a Strategic Business Tool*:**

Communicating through e-mail effectively is necessary in all aspects of business. Learn the various aspects of e-mail, use e-mail programs, decide when to write e-mail, and improve your e-mail writing skills. The open, modular-style manual is design for quick scanning in the classroom, and is filled with interactive exercises that will allow students to explore the complexities of E-Mail Etiquette.

**Objectives:**

- Communicate online, use language and punctuation, and develop efficient writing habits.
- Describe the various aspects of e-mail, use e-mail programs, decide when to write e-mail and when to avoid writing e-mail, and improve your e-mail writing skills.
- Follow company policies regarding e-mail, follow copyright laws, avoid viruses, and discuss e-mail liability.
- Use the various features of e-mail programs and secure their e-mail by using encryption, digital signatures, and passwords.
- Use proper netiquette styles and use emoticons and electronic abbreviations.

**Topic-Level Outline**

**Unit 1 : E-mail basics**

*Topic A: \* E-mail characteristics*

- A-1: Writing online and versus on paper
- A-2: Understanding the advantages and disadvantages of e-mail
- A-3: Understanding the cultural significance of e-mail

*Topic B: \* E-mail programs*

- B-1: Using an e-mail program to send e-mail

*Topic C: \* When to use e-mail*

- C-1: Communicating by e-mail
- C-2: Understanding when to avoid using e-mail

*Topic D: \* Writing an e-mail message*

- D-1: Using the MAIL acronym

**Unit 2 : E-mail policies**

*Topic A: \* Company policies*

- A-1: Avoiding improper e-mail messages
- A-2: Ensuring employee compliance to e-mail policies

*Topic B: \* Copyright laws, viruses, and liability*

- B-1: Avoiding copyright infringement
- B-2: Avoiding viruses
- B-3: Identifying e-mail liability

**Unit 3 : E-mail features and security**

*Topic A: \* Features of an e-mail program*

- A-1: Using attachments
- A-2: Using priority labels and signature files
- A-3: Discussing e-mail program options

*Topic B: \* Securing e-mail*

- B-1: Using encryption and digital signatures
- B-2: Using passwords

**Unit 4 : E-mail messages**

*Topic A: \* Message headers*

- A-1: Using headers

*Topic B: \* E-mail message body*

- B-1: Including proper greeting
- B-2: Structuring an e-mail message
- B-3: Closing an e-mail message

**Unit 5 : E-mail effectiveness**

*Topic A: \* E-mail recipients*

- A-1: Considering the factors that determine e-mail writing  
Setting the tone of an e-mail message
- A-2: Anticipating recipient reaction

*Topic B: \* Message management*

- B-1: Managing your e-mail effectively

**Unit 6 : Netiquette guidelines**

*Topic AA: \* Netiquette style*

- A-1: Using proper tone
- A-2: Following formatting guidelines

*Topic B: \* Emoticons and abbreviations*

- B-1: Using emoticons and electronic abbreviations

**Unit 7 : Composing online correspondence**

*Topic A: \* Online communication*

- A-1: Achieving the objective of the message

*Topic B: \* Language and punctuation*

- B-1: Improving online writing style
- B-2: Using punctuation correctly

*Topic C: \* Efficient writing habits*

- C-1: Constructing sentences
- C-2: Constructing paragraphs
- C-3: Editing e-mail messages