English Language Programme

Training: E-MAIL WRITING

Audience. The program is developed for people whose work is connected with e-mail writing in English.

Outline. During the course we will learn the polite language, structure and ways of comprising effective business letters. We will also get to know how to contact a person via e-mail for the first time, how to reply, how to deal with complaints and how to get necessary information.

Learning process. The course consists of 5 modules (1 lesson each). The program is an intensive training on e-mail writing and the most part of the sessions is dedicated to structuring, planning, drafting and editing skills. Word choice, grammar checking and analyses of sample business letters will be conducted as well. Practice of e-mail writing will also be included into the course. At each lesson students receive a folder with all necessary materials for future reference.

Group size: 6 people.

Course duration: 5 lessons (10 academic hours).

Price: look here (in Russian)

THE PROGRAMME

MODULE 1. HOW TO WRITE E-MAILS FOR THE FIRST TIME.

At this class students will learn the structure of an e-mail. Language and methods of contacting a person for the first time will also be considered. Students will analyse effective business letter and discuss their structure. In addition, they will practice and analyse their own e-mails for contacting a person for the first time.
Module length – 1 lesson.

MODULE 2. HOW TO GET INFORMATION.

This module will be dedicated to asking information from another person. Polite language and specific methods for doing it will be discussed and applied in practice. Students will write and analyse their and their group mates' e-mails.
Module length – 1 lesson.

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MODULE 3. HOW TO FOLLOW SOMETHING UP.

At this lesson students will learn how to follow-up in e-mails after the contract or some other agreement has been signed or reached. They will analyse successful business e-mails. In addition, students will write their own messages and analyse their own and group mates' letters.
Module length – 1 lesson.

MODULE 4. HOW TO BOOK OR BUY VIA E-MAIL.

This module covers the ways of booking and buying via e-mail. Students discuss possible ways of writing e-mails for booking or buying and then write their own letters. Also they analyse effective e-mails and e-mails of other students.
Module length – 1 lesson.

MODULE 5. HOW TO COMPLAIN VIA E-MAIL. E-MAIL OVERVIEW.

At the class students learn methods of working with e-mail complaints. As usually they discuss possible ways of dealing with difficult customers and other people, write their own complaints and answer the complaints of other people. In addition, students summarize everything they've learnt on the previous classes.
Module length – 1 lesson.

Good luck!