



THE UNIVERSITY OF NOTRE DAME AUSTRALIA

# Corporate Writing Short Course

*The art of getting your way with words*

This course explores the nature of professional writing. Students learn methodologies to plan and create written content. They analyse structural principles and produce written content in diverse genres, styles and narrative forms such as websites, brochures, social media, speeches and corporate reports. This course will be of interest to students seeking to develop professional writing skills necessary to communicate at a high level in public and private sector organisations.

## **Course Structure**

The course will be delivered over 13 weeks. The course is all online with a mix of live interactive webinars (evenings) and comprehensive self-directed learning materials that can be accessed from your home.

This course can be taken on its own or as part of a postgraduate degree.

## **Course Outcomes**

At the completion of this course a student should be able to:

- Analyse the structural principles and characteristics of effective professional documents
- Examine the importance of ethical communication in the context of professional and E-Business writing
- Create effective professional writing for specific purposes
- Evaluate writing through critical reflection on their own and others writing

## **How to Apply**

Simply apply online [here](#)

(<https://www.notredame.edu.au/forms/apply>) to complete a Postgraduate application for this short course.

To take this short course on its own as Not For Degree study, please list “0024 NFD (PG) – Arts and Sciences” when asked the ‘program name’ in your application. Alternatively you may like to continue studying this and other writing courses as part of the Master of Arts (Writing) program which allows eligible students to defer tuition costs to a FEE-HELP loan. To choose this option, simply nominate “Master of Arts (Writing)” in your application.

## **Fees**

\$2,622.50

More information can be found at the [Fees](#) (<https://www.notredame.edu.au/study/fees>) page.

## Taught by Industry Professionals

### Dr Philip Dennett

Philip is an accomplished marketer with expertise in advertising, media and branding. He has held senior positions in publishing and advertising, including both creative and strategic roles. Philip's clients have included Adis Press, Scholastic Australia and Fairfax Media.



**APPLY DIRECT ↗**

### Need help? Ask Notre Dame

**Duration:** 13 Weeks Thursday 5:30 - 8:30

**Loan Scheme:** \$2622.50 (inc GST)

**Study mode:** Online

**Commencement:** 30 July 2020