New River ed2go Course Teaches Fundamentals of Business and Marketing Writing

Are you a writer working in the business world or a marketing professional responsible for obtaining great marketing copy? Maybe your boss made you the company writer, but you’ve never had any training. Or maybe you’re just interested in a writing or marketing career.

Through New River Community and Technical College’s and ed2go’s online course Business and Marketing Writing you can learn the fundamentals necessary to improve your own writing or to identify effective copy. The class can also help you understand the power of writing and use it to present a solid, cohesive message to your target audience.

Whatever your background, this fun, introductory course will teach you to write or identify copy that achieves business and marketing goals. Using clear explanations, real-life examples, and an animated style, the course solidifies the relationship between business and marketing principles and written communications. You’ll learn how business and marketing objectives affect writing choices. You’ll get practical writing instruction in grammar, clarity, structure and more. The course also covers issues unique to this discipline, such as buzzwords, working with a team and marketing ethics.

Ed2go sessions of Business and Marketing Writing begin April 21 and May 19. Class is $89 and open to the general public. To register, visit ed2go.com/newriver. For more information, call New River at 304-872-4520 or 304-647-6570.

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