

**WILMINGTON UNIVERSITY**  
**COLLEGE OF BUSINESS**  
**BASIC COURSE INFORMATION**

**COURSE TITLE:** Business Communications

**COURSE NUMBER:** BBM 320

**PRE-REQUISITE(S):** ENG 122

**COURSE DESCRIPTION:**

This course examines various oral and written communication mechanisms needed in organizations. This includes how to write policies, procedures, formal reports, and various types of messages such as favorable, unfavorable, and persuasive. In addition, the course examines effective oral presentations and how to run business meetings.



