criteria

Redacción de escritos y correos electrónicos en inglés

Área: IDIOMAS
Duración: 30h
Metodología: online

Objetivos

El objetivo de este curso es aportar al participante las herramientas y recursos para una comunicación escrita eficaz y correcta, a través de la redacción tanto de correos electrónicos como de determinados escritos administrativos.

A partir de supuestos convenientemente caracterizados, de redacción de correspondencia en sus distintos formatos -convencional, correo electrónico, otros- y en distintas situaciones demandas de información, ofertas de productos/servicios, solicitud de visitas, convocatorias de reuniones, u otras:

Identificar las estructuras y fórmulas apropiadas el estilo de redacción dadas las circunstancias y el destinatario de la correspondencia. Utilizar un amplio repertorio léxico apropiado y preciso al ámbito técnico relacionado, introduciendo, en su caso, expresiones idiomáticas. Redactar cartas, o correo electrónico expresando la solicitud o información de forma clara y precisa, adaptando el estilo a las condiciones del destinatario propuesto.

Contenidos y estructura del curso

Reservations
Introduction
Header, opening salutation and closing salutation
What Is an Email Header?
The opening salutation
The closing salutation
Body of a reservation email/letter
Phraseology and Model of a reservation email/letter asking for information
Phraseology
Model:
Phraseology and Model of a reservation email/letter making a reservation.
Phraseology:
Model:
Phraseology and Model of a reservation email/letter canceling a reservation
Phraseology:
Model:
Phraseology and Model of a reservation email/letter confirming a reservation
Phraseology
Model:
Summary

Sharing news through emails or letters
Introduction
Parts of an informative email/letter
Opening and closing salutation
The opening salutation. Greetings
The closing salutation. Finish the email
The subject

The body of informational letters/emails
General tips for writing better informational emails
Useful phrases
Different types of informative emails/letters:
Company announcement letter/email
Model of company letter/email - Promo Announcement
Model of company announcement email - internal recruiting
Model of company announcement email - new employee introduction
Digest emails/letters
Model of digest email - business performance
Survey email/letter
Model of survey email
Acquisition email/letter
Model of Acquisition email/letter
Customer recovery email/letter
Model of customer recovery email/letter
Letter/email introducing a company
Model of email introducing a company
Product launching letter/email
Model: of product launching email:
Summary

Updating information
Introduction
Writing emails intended to update previously shared information
Structure
Opening and Closing Salutations
The Subject Line
Mail body: phraseology information update
Introduction:
Summary of Previous Information:
Details of the Update:
Explanation or Rationale:
Impact or Benefits:
Next Steps or Actions Required:
Questions or Feedback:
Closing Remarks:
Phraseology
Vocabulary
General Model of Update Email
Types of update emails/letters
Giving an update in case of crisis
Model of update email – giving an update in case of crisis
Update email/letter – brief company statement
Model of update email/letter - brief company statement
Legal agreement change email/letter
Model of legal agreement change email/letter
Project Update email/letter
Key points of current project update email
Model of project status email to manager or supervisor
Writing emails/letters asking for an update
The Fundamentals of Update Emails
Structure
Phraseology
Summary

Invoice Request emails/letters
Introduction
Structure and vocabulary of invoices
Structure of invoices
Vocabulary of Invoices
Structure of Invoice Request emails/letters
Subject Lines
Opening and Closing Salutations
Opening salutations
Closing salutations
Body and phraseology

Body
Phraseology
Types of Invoice Request emails/letters
Letter/email requesting an invoice from the supplier/vendor
Request letter for the original invoice
Request for Duplicate Invoice
Invoice letter for payment
Request an invoice via email
Request letter for a tax invoice
Follow-Up Invoice Request Email
Missing Invoice Request Email
Invoice Update Request Email
Request for Proforma Invoice
Summary

Invitations
Introduction
Structure and vocabulary of invitations
Structure of invitations

1. Subject line (for emails)
2. Letterhead
3. Greeting
4. Body of the letter
5. Other details
6. Closing and signing
   Vocabulary of invitations
   Invitation emails/letters
   Model of invitation email
   Structure of emails/letters answering invitations
   Opening and Closing salutations
   Body, phraseology of emails/letters answering invitations
   Phraseology
   Model of email answering an invitation
   Summary

Organization of meetings
Introduction
Structure of meetings
Agenda
Participation expectations
Main presentation
Feedback
Collect data
Summary
Parts of the emails aimed at organizing meetings.
Tips on how to request a meeting by email
Subject Line
Heading and Closing salutation
Body of emails aimed at organizing meetings: vocabulary and expressions, structure and verbal tenses used
Structure
Introduction with meeting purpose
Link to the meeting agenda
The required resources to read or view before the meeting
Closing sentence or reminder
Vocabulary
Verbal tenses used
Model of meeting invitation email/letter
Summary

Minutes
Introduction
Objective of Minutes
Who and When

Elements to be included in minutes and structure
Main Elements
Structure
How to draw up minutes
Different types of minutes in English
Model of minute of Board Meeting
Summary

Reports
Introduction
Structure of Reports
Useful expressions and terms for writing reports
VOCABULARY -DESCRIBING FACTS AND FIGURES IN BUSINESS REPORTS
Tips on How to Organize a Business Report
Summary

Internal Notes
Introduction
Types and uses of Internal Notes
Structure of Internal Notes
Heading
Body
Closing
Vocabulary and Phraseology for Internal Notes
Phraseology to start an internal note
Expressions to make requests
Common terms in internal notes
Summary

Memos
Introduction
When to write a memo
Policy Changes
Project Updates
Meeting Summaries
Operational Instructions
Announcements
Parts of a memo

1. Header
2. Introduction
3. Body
4. Conclusion or Call To Action
5. Closing Salutation and Signature
   Summary

Metodología

En Criteria creemos que para que la formación e-Learning sea realmente exitosa, tiene que estar basada en contenidos 100% multimedia (imágenes, sonidos, vídeos, etc.) diseñados con criterio pedagógico y soportados en una plataforma que ofrezca recursos de comunicación como chats, foros y conferencias…Esto se logra gracias al trabajo coordinado de nuestro equipo e-Learning integrado por profesionales en pedagogía, diseño multimedia y docentes con mucha experiencia en las diferentes áreas temáticas de nuestro catálogo.

Perfil persona formadora

Esta acción formativa será impartida por un/a experto/a en el área homologado/a por Criteria, en cumplimiento con los procedimientos de calidad, con experiencia y formación pedagógica.

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