BGEC 103: BUSINESS COMMUNICATION WEEK 4 WRITING PROFESSIONAL EMAILS AND MEMOS

OUTLINE

Definition(s) and functions of Professional Emails and Memos Purpose and Structure of Professional Emails and Memos Tone and Language in Professional Communication   
Formatting and Style Guidelines   
Common Mistakes and How to Avoid Them   
Ethics and Confidentiality in Emails and Memos   
Sample Analyses of Professional Emails and Memos

LEARNING OUTCOMES

By the end of this lecture, the student should be able to:

Define professional emails and memos and describe their functions in business communication.

Explain the purpose and structure of professional emails and memos, identifying key components.

Apply appropriate tone and language in business emails and memos to maintain professionalism.

Recognize common formatting and style guidelines to enhance

clarity and effectiveness.

Identify and avoid common mistakes in professional email and memo writing.

INTRODUCTION TO PROFESSIONAL EMAILS AND MEMOS FUNCTIONS OF PROFESSIONAL EMAILS AND MEMOS   
STRUCTURE OF A PROFESSIONAL EMAIL   
STRUCTURE OF A MEMO   
TONE IN BUSINESS EMAILS AND MEMOS   
GUIDELINES FOR CLARITY AND CONCISENESS   
EXAMPLES OF TONE ADJUSTMENTS   
BEST PRACTICES FOR FORMATTING   
COMMON MISTAKES AND HOW TO AVOID THEM   
KEY ETHICAL CONSIDERATIONS   
BEST PRACTICES FOR EMAIL SECURITY   
SAMPLE ANALYSES OF PROFESSIONAL EMAILS AND MEMOS Example 1: A Well-Written Email   
Subject: Request for Meeting Reschedule   
Dear Dr. Mensah,   
I hope you are doing well. I am writing to request a reschedule of our meeting originally set for Wednesday at 3 PM due to a   
scheduling conflict. Could we move it to Thursday at the same time? Please let me know if this works for you.

Thank you for your time and consideration.

Best regards,

John Doe   
SAMPLE ANALYSES OF PROFESSIONAL EMAILS AND MEMOS Example 2: A Poorly-Written Memo❌  
Subject: Policy Change   
Hey everyone,   
Just letting you know there’s a new policy about taking days off. If you need more info, talk to HR.

Thanks.

Why is this ineffective?

SAMPLE ANALYSES OF PROFESSIONAL EMAILS AND MEMOS No clear explanation of the policy change.

Informal and vague.

No details on next steps. ✅ A good memo would include the policy specifics, effective date, and instructions for employees.

GROUP EXERCISE   
Final Tips for Writing Professional Emails and Memos REFERENCES

Guffey, M. E., & Loewy, D. (2022). Essentials of business communication (11th ed.). Cengage Learning.

Potter, R. L., & Hylton, T. (2024). 9.2 Correspondence: Text   
messages, emails, memos, and letters. Technical Writing Essentials: NSCC Edition.

Q & A