

APSU Writing Center

Business Writing vs. Academic Writing

Business Writing

- Writing that is written in a positive and **professional** tone.
- Aims to provide a **concise, clear** and **considerate** message.
- Considers the audience, tone, and purpose.
- Calls the audience to action.
- Acts as a plan for which the writer is going to effectively deliver and execute.
- Includes policy recommendations, advertisements, press releases, application letters, meeting minutes, emails, memos, etc.

Differences	Business Writing	Academic Writing
Purpose	aims to inform, persuade, or instruct	aims to present research or analysis
Goal	propose a solution or idea	contribute critical thinking
Audience	clients, customers, employers, etc.	researchers, scholars, professors, etc.
Tone	concise and direct	formal and objective
Style	bullet points, active voice	references, citation styles

Before Writing Ask

- Who will be reading this? (audience)
- What is the reason for writing? (purpose)

Outline

1. Introduction
2. Situation
3. Problem
4. Recommendation
5. Analysis
6. Alternatives
7. Call to Action
8. Evaluation Plan
9. Closing Statement

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Business Letter & Memo

Business Letter

- a brief one page that aims to communicate work-related objectives and provide all information necessary for readers to take action, if action is required
- **Sample Letter Format:**
 - Leave two blank lines after the return address, date, and conclusion
 - 1. **Your Contact Information**
 - **Your Name:**
 - **Your Title:** (include job title when applicable)
 - **Your Company:**
 - **Address:** (company address when applicable)
 - **Phone Number:** (company phone number when applicable)
 - **Email Address:** (company personal email when applicable)
 - 2. **The Date:** (always write out the month and include the day and year)
 - 3. **Inside Address:** (the address of the person or company you are writing to)
 - 4. **Salutation:** (Dear, followed by the recipients title or name)
 - 5. **Opening Paragraph:** (preview the topics discussed in your body paragraphs)
 - 6. **Body (s):** (provide proof of your claim with specific and concise thoughts, explanations, and details)
 - 7. **Closing:** (provide a brief closing and thank your reader for their consideration)
 - 8. **Signature:** (Sincerely, Sincerely Yours, Respectfully, etc. followed by your full name)

Business Memo

- a brief formal document used to convey information by identifying a problem and proposing a solution
- used to make announcements, provide updates, present a call to action, or request additional information
- **Sample Memo Format:**
 - **Date:** (the date in which the memo is being sent out)
 - **To:** (the person's addressed in the memo)
 - **From:** (the name of the writer, sometimes followed by their job title)
 - **CC:** (name's of anyone who receives a copy)
 - **Subject or RE:** (concise summary of the topic discussed in the memo)
 - **Closing Signature:** (sender's name, title, and signature)

APSU Career Services

- For more assistance with career development, job search tools, and opportunities, go to APSU Career Services.
- Location: Morgan University Center 210
- Phone: (931) 221-6544
- Email: careerservices@apsu.edu