

Master 1 Marketing

1st Lesson

Writing e-mails

1. Definition:

Electronic mail, commonly shortened to "email," is a communication method that uses electronic devices to deliver messages across computer networks. "Email" refers to both the delivery system and individual messages that are sent and received.

2. Types: There are two types of e-mails:

1-Informal emails: are more casual and are used to address someone you know well.

2-Formal mails: use standard English and address those you don't know well. They follow **the etiquette** below:

- Use a professional email address
- ➢ Have a simple and clear subject
- ➢ Begin with a positive greeting
- State the background: If you are emailing someone for the first time, introduce yourself, and state how you know the recipient, and why you are emailing the person.
- Provide the purpose in clear short sentences.
- Add closing remarks
- Use professional signatures
- Check the mistakes
- ➤ Use CC/ Bcc wisely: You can include other relevant contacts in the email cc/ bcc
- Schedule your email: the scheduling feature in your email will make sure that your email reaches the recipients at the right time and catches their attention.

To prepare for the next lesson:

-Let's write an email to our friend (The group delegate), asking him to send the exercise of dr.GOURI.

-Let's write an email to our director, asking him to graduate us, after 4 years of professional experience in the current position.