



Proposal Writing

SEHG-SM-5557 · Business · approx. 7 min seat time · English · 100% online, self-paced

Accreditation & industry alignments: none verified on record — institutional accreditor mapping pending

COURSE DESCRIPTION

Sales & Marketing course covering proposal writing. Self-paced lessons with applied exercises.

WHO THIS COURSE IS FOR

Working professionals, team leads, and career-changers who want practical, job-ready Business skills — no prior coursework required. Teams and organizations can enroll groups for consistent, measurable upskilling.

WHAT'S INCLUDED

- 1 clock hour(s) of self-paced online learning
- 12 course modules
- 7 instructional videos — 7 minutes of total video runtime
- This syllabus (PDF), downloadable for reference
- Official SEHG Certificate of Completion upon finishing the course
- Language editions: English · Español

Delivered 100% online and self-paced in the SEHG learning platform. This section lists the materials currently delivered for this course.

MODULE MAP

- **Module 1 — Introduction**
 - Course Objectives
- **Module 2 — Understanding Proposals**
 - What is a Proposal?
 - The Proposal Writing Process
 - Types of Proposals
 - About Requests for Proposals
- **Module 3 — Beginning the Proposal Writing Process**
 - Identifying Your Purpose and Your Audience
 - Performing a Needs Analysis
 - Writing the Goal Statement
- **Module 4 — Preparing An Outline**
 - A General Format
 - Special Sections
 - Creating a Framework
 - Getting Down to Details
- **Module 5 — Finding Facts**
 - Identifying Resources
 - Using the Internet as a Resource
 - Organizing Your Information

- **Module 6 — Writing Skills (I)**
 - Spelling and Grammar
 - Working With Words
 - Constructing Sentences
 - Persuasive Writing
 - Mastering Voice
- **Module 7 — Writing Skills (II)**
 - Creating Paragraphs
 - Creating Strong Transitions
 - Building to Conclusions
- **Module 8 — Writing the Proposal**
 - Educating the Evaluator
 - Ghosting the Competition
 - Using Illustrations
- **Module 9 — Checking for Readability**
 - Checking for Clarity
 - Reading for Your Audience
 - Using the Readability Index
- **Module 10 — Proofreading and Editing**
 - Proofreading Like a Pro
 - Editing Techniques
 - Checking the Facts
 - The Power of Peer Review
- **Module 11 — Adding the Final Touches**
 - Our Top Typesetting Tips
 - Achieving a Professional Look and Feel
 - Creating the Final Package
- **Module 12 — Assessment**

COMPLETION & CERTIFICATION

Completion-based: a certificate of completion is issued after all course videos have been viewed.
The certificate of completion is non-credit. This course does not currently carry academic credit or CEUs.

OFFICIAL SEHG CERTIFICATE

Graduates receive the official Synergy University Education Certificate of Completion — issued by the Office of the Registrar with a unique credential ID, shareable to LinkedIn and verifiable online.

Every certificate carries a unique credential ID — verify at:

SynergyEducation.AI/verify

SUPPORT, ACCESS & POLICIES

- Support: CEO@SynergyEducation.AI
- Accessibility: ADA/WCAG 2.1 AA-first delivery; accommodations available on request.
- Academic integrity and refund policies: per SEHG student handbook.

Enroll Today

Tuition per learner (Essentials tier) — enroll online with the course code below.

\$49 · SEHG-SM-5557 · SynergyEducation.AI

Also available: instructor-led workshop kits for teams — in-person training agendas, playbooks, and facilitator materials built

on this course. Contact CEO@SynergyEducation.AI.