

# Checklist: The New Literacy--Teaching AI Prompt Mastery in Modern Business Communication Courses

## 1. Introduce the Importance of AI Prompt Writing

- ☐ Explain how AI tools are being integrated into business communication.
- ☐ Provide real-world examples where prompt writing enhances workplace productivity.
- ☐ Discuss the increasing demand for prompt literacy in job descriptions and business workflows.

## 2. Teach the Components of an Effective Prompt

- ☐ Break down the elements of an effective prompt (clarity, context, tone, specificity).
- ☐ Compare vague vs. well-structured prompts with examples.
- ☐ Highlight how structure affects AI output accuracy and usefulness.

## 3. Explore Practical Applications Across Business Functions

- ☐ Assign activities that use prompts for marketing copy, financial summaries, and customer service replies.
- ☐ Simulate real-life use cases with tools like ChatGPT, Claude, or Gemini.
- ☐ Practice prompt crafting for different stakeholders (executives, customers, investors).

## 4. Emphasize Ethical and Critical Thinking

- ☐ Discuss AI limitations, misinformation risks, and ethical implications.
- ☐ Analyze real examples of flawed AI output and how better prompts could help.
- ☐ Teach students to verify and validate AI-generated information.

## 5. Develop Technical Understanding of AI Tools

- ☐ Introduce the basics of how large language models function.
- ☐ Compare capabilities and limits of major AI platforms.
- ☐ Highlight prompt strategies based on task types (summarizing, ideating, translating).

## **6. Practice Cross-Cultural and Audience-Sensitive Prompting**

- ☐ Teach how cultural values and tone affect prompt effectiveness.
- ☐ Use Natural Language Processing (NLP) tools to help students evaluate and tailor tone.
- ☐ Practice modifying prompts for global audiences or multilingual contexts.

## **7. Implement Assessment and Feedback Loops**

- ☐ Evaluate prompts based on clarity, context, ethical awareness, and output relevance.
- ☐ Use peer review to assess and improve prompt quality.
- ☐ Offer iterative revision opportunities based on AI output performance.

## **8. Incorporate Prompt Writing into Curriculum Design**

- ☐ Include prompt writing in writing assignments and projects.
- ☐ Run workshops or labs where students test prompts live.
- ☐ Collaborate with other departments to show prompt relevance in fields like marketing, HR, or IT.

## **9. Monitor Trends and Update Instruction**

- ☐ Stay informed on prompt engineering trends and AI tool updates.
- ☐ Invite guest speakers from industry to share prompt-related use cases.
- ☐ Regularly revise curriculum based on technological advances.

# Writing Effective AI Prompts in Business Communication



## 1. Set the Business Context

Ground the prompt in a real-world scenario. AI responds best when it understands the situation—whether it's internal communication, crisis response, or a customer-facing message.

**Example:** "You're preparing a Q3 sales recap email for senior leadership after record-breaking growth."



## 2. Specify the Length

Avoid vague requests by telling the AI how long the output should be. Be exact: word count, bullet points, paragraph count.

**Prompt Upgrade:** "Write a 100-word summary with 3 bullet points."



## 3. Define Expectations: Tone and Style

Tell AI how the message should sound. Is it formal, friendly, urgent, empathetic, confident?

**Example:** "Use a professional but encouraging tone to announce policy changes."



## 4. Identify the Audience

Who will read or hear this message? Tailoring output for executives, clients, colleagues, or external audiences makes a big difference.

**Example:** "Write a short message for frontline employees explaining the reason behind shift changes."



## 5. Establish AI's Role

Assign a role to frame the output. AI performs better when it "acts as" a professional (e.g., manager, recruiter, analyst).

**Example:** "As a corporate recruiter, draft a follow-up email after a job interview."



## 6. Be Specific, Not Vague

Combine task, tone, length, and details into one clear prompt. Vague inputs = generic outputs.

**Instead of:** "Write a message." **Try:** "In 150 words, write a friendly reminder email to marketing interns about tomorrow's training session."



## 7. Use Iteration Loops

Refine by building on each draft. Ask for revisions like "Make it shorter," "Add data," or "Soften the tone."

**Chain:** Write a 200-word memo announcing a new benefits policy. Make it sound more enthusiastic. Add a bullet list of the three biggest changes.



## 8. Use the CLEAR Formula

Context + Length + Expectations + Audience + Role + Relevant details = Clear, powerful prompts

**CLEAR Prompt Example:** "As a team lead, write a 75-word Slack message in a casual tone to your remote team reminding them about tomorrow's virtual stand-up. Emphasize the importance of showing up on time."

## Teach Students to Think Before They Prompt

Smart prompting is strategic thinking. When students master CLEAR prompt design, they master communication in the AI era.

This material provides a framework for teaching effective AI prompting in business communication contexts, aligning with *Business Communication Today's* strategic, audience-centered approach. Teach students that AI prompting mirrors traditional business writing principles: start with clear communication objectives, provide specific context rather than vague requests, and define audience and tone.

Emphasize role-based prompting where students assign professional roles to AI for contextually appropriate responses. Stress iterative refinement—AI interaction requires feedback and revision like traditional editing.

Present the practical formula: Role + Task + Purpose + Tone + Audience + Key Details = Effective Prompt. This structure reinforces core business communication skills about audience analysis and strategic messaging while integrating modern AI capabilities into established pedagogical frameworks.

