

Checklist: What to Stop Teaching—Retiring Ineffective Practices in Business Communication

Use this checklist to adopt modern, student-centered teaching strategies and technology-driven tools that engage learners, align with industry trends, and prepare students for real-world communication challenges.

Moving Beyond Traditional Lectures

- ☐ Replace one-way lectures with active learning techniques.
- ☐ Facilitate group discussions that encourage diverse perspectives and critical thinking.
- ☐ Use case studies based on real-world scenarios to promote application of concepts.
- ☐ Introduce group problem-solving exercises to develop collaboration and innovation.

Embracing the Dynamic Landscape of Business Communication

- ☐ Regularly update content with current case studies from business news or industry.
- ☐ Connect classroom concepts to current events in media, business, and politics.
- ☐ Highlight and discuss industry trends such as social media strategy and digital marketing.

Beyond Theory: Bridging the Gap to Practical Application

- ☐ Incorporate simulations and scenarios from textbooks like *Excellence in Business Communication*.
- ☐ Use digital platforms like Slack, Microsoft Teams, or Zoom to mimic real workplace environments.
- ☐ Teach proper use of tools for business messaging, project management, and virtual presentations.

Cultivating Teamwork and Collaborative Learning

- ☐ Assign collaborative projects that mirror real workplace teamwork.
- ☐ Build peer feedback into assignments for written work and presentations.
- ☐ Use reflection and coaching techniques to build team-based communication skills.

Updating Assessment and Feedback Methods

- ☐ Use detailed, up-to-date rubrics to clarify expectations and improve feedback.
- ☐ Provide personalized, timely feedback tailored to individual learning needs.
- ☐ Encourage revision, self-reflection, and growth through formative assessments.

Leveraging Technology for Enhanced Learning

- ☐ Implement Pearson's MyLab for Business Communication to enhance instruction.
- ☐ Use MyLab simulations to give students real-world decision-making experience.
- ☐ Encourage student reflection through MyLab's Personal Inventory Assessments.
- ☐ Use Dynamic Study Modules to personalize learning based on individual performance.
- ☐ Track progress through MyLab's real-time data and adjust instruction accordingly.

Benefits of Adopting New Practices

- ☐ Increase student engagement through interactivity and relevance.
- ☐ Improve learning outcomes with adaptive learning technology.
- ☐ Reduce prep time and grading complexity with automation tools in MyLab.
- ☐ Prepare students more effectively for modern, digital-first business environments.

Summary

Unlearning outdated teaching practices and embracing modern, interactive methods is key to transforming business communication education. With tools like MyLab and approaches like simulations, collaborative projects, and industry-aligned assessments, instructors can deliver more relevant, engaging, and effective instruction. These changes empower students to become confident, capable communicators equipped for success in today's evolving workplace.

HOW AI IS REVOLUTIONIZING SOCIAL MEDIA



AI supports large-scale social media strategy and execution

AI helps manage the fast-moving, complex demands of modern social media programs, from content planning to daily management.



GenAI enables content generation across platforms

AI assists in creating high volumes of customized channel-specific content while maintaining consistency in tone and branding.



AI tools identify trends and analyze public sentiment

Real-time monitoring powered by AI helps companies track emotional tone and public opinion, allowing agile response and strategy adjustment.



AI assists with influencer discovery and analysis

AI analyzes engagement data to recommend influencers who align with brand values and target demographics.



Ethical considerations in AI-driven social media

The chapter underscores the importance of transparency, privacy, and oversight when using AI in public communication.

The Verdict Is In: Textbooks That Ignore AI Are Failing Our Students

Chapter 8, Social Media, of *Business Communication Today*, 16th Edition, explains how AI is transforming social media strategy by streamlining content creation, identifying trends, and enhancing personalized engagement. It helps companies manage large-scale campaigns, discover influencers, and optimize post timing based on audience behavior. The chapter also emphasizes the need for ethical use of AI, highlighting the importance of transparency, privacy, and responsible oversight in all AI-driven public communication efforts.

