

## Are You Teaching the Old Way or the *Business Communication Today* Way?

*Reimagine traditional tasks with AI-powered, modern methods  
aligned with Business Communication Today, 16<sup>th</sup> Edition.*

<b>The Old Way</b>	<b><i>The Business Communication Today</i> Way</b>
Brainstorm topic ideas from scratch	Use AI brainstorming tools to generate a wide range of potential ideas based on audience and purpose
Write persuasive email manually	Ask AI to draft multiple versions using AIDA or problem-solution structures, then personalize tone and facts
Create social media calendar using spreadsheets	Use GenAI to propose content schedules, image ideas, and engagement strategies for each platform
Spend hours writing first draft of proposal	Prompt AI with outline; refine tone, ensure logic, and add human insights
Design presentation slides from scratch	Prompt tools like Tome or Beautiful.ai to create slide decks instantly, then edit for audience engagement
Struggle to format reports correctly	Use AI to convert outline into structured, professionally styled report formats
Manually summarize meeting notes	Upload transcript into AI tool; prompt for action items, summary, and tone analysis
Guess tone appropriateness in difficult emails	Use GenAI to simulate how different tones may be interpreted by diverse audiences
Write LinkedIn bios from scratch	Use AI to generate drafts, then humanize them with achievements and aspirations
Rewrite negative messages repeatedly	Prompt AI to offer versions using both direct and indirect approaches, then refine for clarity and empathy
Create visuals with PowerPoint templates	Use Canva or Visme's AI tools to suggest visuals, icons, and layouts instantly
Teach the 3-step writing process only with static examples	Demonstrate how to apply the process with and without AI collaboration in each phase
Develop analytical report with manual data analysis	Use AI to generate executive summaries, detect trends, and visualize key takeaways
Research ethics of emerging topics manually	Ask AI to gather contrasting viewpoints, identify controversies, and prompt ethical analysis questions
Plan for intercultural communication using fixed frameworks	Use AI to compare communication norms by country and prompt for culturally appropriate messages

Write apology messages solo	Have AI suggest apology frameworks based on tone, context, and stakeholder impact
Teach résumé writing with paper templates	Let students prompt AI for tailored résumé drafts, then coach them to refine and customize
Respond to customer complaints with templates	Use AI to simulate multiple responses and role-play feedback cycles
Struggle to connect with visual learners	Use AI-generated infographics and visual storytelling tools to enhance accessibility
Instruct students to memorize business formats	Have AI generate model memos, reports, proposals, and more in real time
Conduct peer reviews by hand	Use AI to check writing for tone, clarity, logic, and inclusion, then discuss results as a class
Struggle with writer's block	Prompt AI to offer opening sentences, transitions, and paragraph starters to overcome creative hurdles
Grade messages manually with fixed rubrics	Use AI to suggest drafts, then compare to rubrics for faster, more meaningful feedback
Teach professional writing as a solo activity	Encourage students to co-write with GenAI, then analyze how they improved the final message
Teach students to write entire reports manually	Show how GenAI can assist with each report section—then students critique and revise
Use generic case studies from years ago	Prompt AI to generate realistic, modern case studies tailored to current industries
Develop business plans from a blank page	Use AI tools to draft outlines and market analysis, then teach refinement and critical evaluation
Prepare a comprehensive analysis report by manually Googling dozens of sources	Prompt GenAI to summarize top 10 articles; structure finding using SWOT; refine and interpret results
Assign standard grammar drills	Use GenAI to identify grammar patterns in students' writing and create personalized practice
Have students memorize definitions without context	Prompt AI to generate real-world applications and stories for each concept
Leave slide design entirely to students' judgment	Prompt AI for visual structure, readability checks, and layout suggestions
Grade student messages with static rubrics only	Use AI to provide draft evaluations, then help students reflect on and revise their work
Teach crisis communication only from past examples	Use AI to simulate current crisis scenarios for real-time practice
Assign the same practice exercises to every student regardless of progress	Use AI to create adaptive exercises tailored to individual learning gaps