AI Prompt Pack for Instructors

🚀 The **AI Prompt Pack for Instructors** is designed to make it easy for you to bring the power of generative AI into your classroom while keeping the focus squarely on teaching business communication skills. Instead of asking students to experiment blindly with AI, this pack gives you ready-to-use, classroom-tested prompts that turn AI into a teaching partner rather than a shortcut.

Each prompt is carefully tailored to three core areas of the business communication course:
✍️ Writing – Helping students refine tone, clarity, and conciseness.
💡 Persuasion – Showing students how appeals differ across audiences and formats.
🌍 Intercultural Communication – Training students to spot bias and adapt messages across cultural contexts.

The real value isn't in the AI's raw output—it's in how students critique, improve, and humanize that output. By comparing AI drafts to textbook principles, students sharpen their skills, gain confidence in their own judgment, and learn how to use AI responsibly and ethically.

With this prompt pack and *Business Communication Today,* 16th Edition, you'll have a turnkey set of exercises to engage students, save prep time, and ensure your teaching stays at the cutting edge of communication in the AI era.

🖌️ Section 1: Teaching Writing

📌 Prompt 1: Revising for Tone
"Write a short professional paragraph to a customer who received the wrong product. Make it sound overly stiff and robotic."
Instructor Use: Have students revise the AI draft for warmth, professionalism, and clarity.

📌 Prompt 2: Plain Language Practice
"Take this sentence and rewrite it in plain, professional language: 'We endeavor to expeditiously facilitate the processing of your application materials.'"
Instructor Use: Compare student rewrites with AI's versions.

📌 Prompt 3: Editing for Conciseness
"Generate a 200-word announcement for a workplace event. Then reduce it to 80 words without losing clarity or professionalism."
Instructor Use: Students critique AI's editing and practice doing the same.

💡 Section 2: Teaching Persuasion

📌 Prompt 4: Crafting a Persuasive Email

"Write a persuasive email convincing employees to adopt a new digital tool. Use logic but avoid emotional appeal."

Instructor Use: Students identify missing appeals (emotion, credibility) and rewrite.

📌 Prompt 5: Social Media Persuasion

"Create a LinkedIn post promoting a company's new eco-friendly product. Focus on benefits but ignore potential objections."

Instructor Use: Students spot gaps and add counterargument handling.

📌 Prompt 6: Analyzing Motivation

"Generate a 150-word sales pitch for a smartwatch, but target three different audiences: (1) athletes, (2) busy executives, (3) college students."

Instructor Use: Students analyze how persuasion strategies differ by audience.

🌐 Section 3: Teaching Intercultural Communication

📌 Prompt 7: Adapting Messages for Cultures

"Write a business introduction paragraph for an American audience. Now adapt it for a Japanese audience."

Instructor Use: Compare AI's cultural adaptations with textbook guidelines; discuss what's accurate or stereotyped.

📌 Prompt 8: Spotting Bias

"Write a short company newsletter introducing a new team member. Accidentally include subtle cultural bias or stereotypes."

Instructor Use: Students critique, rewrite, and discuss cultural inclusivity.

📌 Prompt 9: Global Marketing Message

"Write a promotional message for a smartphone that will be used in the U.S., India, and Germany. Highlight local cultural differences."

Instructor Use: Students assess how well AI adjusted for each culture and refine it further.

🗡️ Instructor Tip

Each prompt is a springboard for learning—the goal is not to accept AI's response as "correct," but to critique, refine, and humanize it. Pairing these prompts with *Business Communication Today's* integrated AI coverage ensures students develop both technical and ethical fluency.