

Instructor Version

Real-World Business Communication in Action: A Virtual Company Tour Experience

Assignment Sheet: Virtual Tour Communication Analysis

Course Text: *Business Communication Today*, 16th Edition

Assignment Type: Individual or Team

Estimated Time: 60–90 minutes

Assignment Overview

Use this assignment to help students connect Business Communication Today concepts with real-world corporate communication. By analyzing virtual tours of global companies, students will evaluate purpose, audience, and message design while developing professional deliverables that demonstrate applied communication skills.

Learning Objectives

- Apply the three-step writing process to a real-world digital communication artifact.
- Identify how companies use visual and digital media to reach audiences.
- Critically evaluate audience adaptation and message tone in professional communication.
- Practice persuasive and analytical writing based on authentic workplace content.
- Connect business communication concepts to career readiness skills.

Step-by-Step Instructions

Step 1: Ask your students to choose a Virtual Tour (one of the following or another you approve). Students can use GenAI or a search engine to locate any of the tours listed below, or to find additional ones, as you specify.

- Toyota Plant – Toyota Global Virtual Tour
- Steinway & Sons – Steinway Factory Tour
- Microsoft Offices – Microsoft HQ Virtual Tour
- UPM Pharmaceuticals – UPM Virtual Tour
- AESSEAL – AESSEAL Global Technology Centre Tours
- Magellan Aerospace – Magellan Virtual Factory Tours
- RNA Automation – Factory Virtual Tour
- Great Western Building Systems – Virtual Manufacturing Tour
- Infineon (Austria) – Villach Fab Tour
- Doosan Machine Tools – Factory Tour
- Panoptic Motion / Investacast – Interactive Factory Tour
- Catalent Pharma – Site Tours

Step 2: Ask Students to Analyze the Communication

- Purpose: What is the company trying to achieve? (inform, persuade, market, recruit, reassure)
- Audience: Who is the main audience? Are there secondary audiences?
- Message Design: How do visuals, narration, and interactivity support the message?
- Effectiveness: What works well? What could be improved?

Step 3: Ask Students to Apply Business Communication Today

Instruct students to connect their analysis to at least two concepts from the textbook:

- The Three-Step Writing Process (Ch. 4–6)

- Digital and Visual Media (Ch. 7–9)
- Audience Adaptation (Ch. 1–3)
- Persuasive Strategies (Ch. 12, 15)
- Presentation Skills (Ch. 16)

Step 4: Require Students to Create a Communication Deliverable

- Professional Email: Invite this company to speak to your class.
- Persuasive Proposal: Recommend why your college should visit or partner with this company.
- Infographic: “Top 5 Communication Strategies from [Company]’s Tour.”



Grading Rubric (100 Points Total)

Analysis of Tour (Purpose, Audience, Message Design, Effectiveness) – 30 points

Integration of BCT Concepts (specific chapters & terminology) – 25 points

Quality of Communication Deliverable (email, proposal, infographic) – 25 points

Professionalism (clarity, tone, formatting, grammar) – 10 points

Creativity & Insight (original ideas, thoughtful critique) – 10 points



Instructor Tips and Debrief Suggestions

Remind students that clarity and professionalism are part of the assessment. Encourage responsible GenAI use for brainstorming, outlining, or visualization with proper attribution. After submissions, host a short discussion comparing communication strategies across industries.