

Student 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

In this project, you'll step inside real companies through virtual tours to see how they communicate with the public. You'll analyze purpose, audience, and design, then create a professional communication piece that applies what you've learned from *Business Communication Today*.

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: Choose a Virtual Tour (one of the following or another approved by your instructor). Use GenAI or a search engine to locate any of the tours listed below, or find additional ones as specified by your instructor.

- 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: 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: Apply Business Communication Today

Connect your 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: 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

Tips for Success

Think like a business communicator—concise, clear, and persuasive. Use professional tone and formatting. After completing your project, reflect on what you learned about how companies use communication to shape their image and credibility.