In my courses, which mainly teach writing for public relations, I design my lessons so they're student-led. In the first week of a course, I ask students what they hope to gain from the course(s) they're taking. After having a discussion about intended outcomes, I think of myself from the students' perspective, highlighting important ideas related to their future careers:

* Professional writing skills are a common job requirement, even in jobs that don't involve communications or public relations tasks;
* Public Relations students possess rudimentary writing skills, so, throughout their courses, they hone their talents and experiment with various writing styles, such as social media, e-mails, communications campaigns, etc.;
* Writing skills are paramount to securing employment in public relations. To succeed in the industry, one must know how to write to different audiences, use proper language structure, and communicate ideas effectively; and
* Writing in a public relations capacity also helps with students' personal lives: communicating ideas to their family and friends in a way they'll understand and appreciate.