

Another semester allows Clemson students to learn new skills through the Client-Based Program

Two sections of PCID 3040 Business Communication and Information Design partnered with Clemson's Division of Student Affairs during the Fall 2025 semester.

Senior lecturer Heather Williams' students worked with the Center for Student Leadership and Engagement to analyze survey data from the Fall 2025 Weeks of Welcome.

After examining the data, Williams' students created various reports and infographics that detailed future needs.



The Client-Based Program gives students experience



Analyzing data and creating analysis reports



Building reliable client relationships in a professional environment



Completing real-world projects inside the classroom



Designing various materials and professional writing