

CPD-0156 AI Prompting

Overview

As industries rapidly integrate AI technologies, the demand for proficient AI prompting skills has surged. Generative AI is the top emerging digital skill of 2024. Job postings grew 31,000% from 2022-2023, according to the Lightcast Digital Skills Outlook, underscoring significant market demand. Harvard Business School reports that learning generative AI can boost a professional's performance by up to 40%.

AI prompting involves entering specific instructions or queries into AI systems like ChatGPT to generate desired outputs, such as text, images, or code. It involves crafting text prompts to achieve the user's goals. Unlike the more specialized prompt engineering, AI prompting is an accessible skill that anyone can quickly learn and use.

This 5-week course equips learners with essential AI prompting capabilities, focusing on OpenAI's ChatGPT to enhance content creation, data analysis and visualization, and workflow optimization to improve productivity and prepare you for future technological advancements.

Taught by industry experts, you will engage in practical exercises to develop and apply a professional AI toolkit, creating custom GPTs and integrating AI strategies into your business processes. By the course's end, learners master prompt refinement to drive significant workplace impact and innovation.

Learners

The course attracts learners motivated to expand their knowledge and grow job-critical skills to continue their development and advancement. Their backgrounds are wide and varied, including professionals from Product Management, Project Management, Business Operations, HR, Finance, Marketing, IT/DevOps, and more. Our course is ideal for anyone who identifies with one of the following profiles:

- Business professionals looking for tangible practice with ChatGPT AI prompting.
- Business professionals looking to:
 - Gain a “big picture” understanding of the capabilities of AI prompting.
 - Apply AI prompting skills in their current role.
 - Transition into a job or career path that values or requires AI prompting skills.

- Identify how they can use ChatGPT across a wide variety of use cases
- Entrepreneurs, business owners, and professionals looking to unlock new approaches to driving innovation, growth, and impact

Authors and Instructors

Kori Ashton: Kori brings over 25 years of digital strategy expertise, specializing in integrating AI-driven marketing solutions. As a seasoned CEO and Chief Digital Strategist at MaxCRO LLC, she has a rich background in developing persona-driven campaigns across various sectors. She holds a Masters in Technical Communication and three certifications in AI for business and Data Science from Harvard Business School. Now, she leverages her vast experience to teach AI Prompting, empowering students to craft effective AI prompts that enhance user interaction and achieve strategic goals. Her approach combines technical proficiency with creative insight to deliver compelling digital experiences.

Danoosh Kapadia: Danoosh is a seasoned growth strategist and AI consultant specializing in helping growth stage (Series B, C, D) companies who are seeing flatlined or declining growth achieve ambitious targets. Prior to establishing his consultancy, Danoosh held critical roles at General Assembly, IDEO, and XPLANE, driving growth and profitability. Leveraging generative AI technologies like ChatGPT, Danoosh has significantly supercharged his own workflows. He is now committed to teaching the best of what he's learned to help other business professionals master this new technology so they can become more creative and productive.

Megan Dixon: Megan is the Vice President of Data Science at Assurance IQ, an insurance technology company. She brings over a decade of expertise in analytics and data science to the forefront of business strategy. Previously she worked as a data analyst at technology companies such as Fitbit and Rafter Inc. She has a degree in Economics from McMaster University in Canada. Megan's passion lies in crafting data-driven cultures within organizations, specializing in data visualization and storytelling to illuminate actionable insights, and she regularly leads workshops on how to leverage AI in data analysis.

Learning Outcomes

- **Prompt Crafting and Refinement:** Gain proficiency in creating, evaluating, and refining AI prompts to produce high-value outputs with ChatGPT. Learn to utilize advanced features and personalization techniques in AI prompting to enhance the quality of generated results.
- **Strategic Content Creation using ChatGPT:** Utilize ChatGPT to accelerate the creation of personalized marketing materials and business documents, maintaining consistency with brand voice and objectives. Learn how to analyze audience data to customize content such as emails, blog posts, social media content, reports and proposals to maximize engagement.
- **Data Analysis and Visualization using ChatGPT:** Employ ChatGPT to extract, analyze, and visualize data, converting complex data sets into clear, actionable insights. Learn how to effectively summarize qualitative data, identify trends, and tailor the presentation of these insights for different audiences.
- **Professional Efficiency using ChatGPT:** Enhance professional competencies such as decision-making and communication by leveraging AI prompting. Use ChatGPT to optimize productivity for meetings, research, and presentations and refine negotiation and feedback-gathering techniques.
- **Business Impact and AI Integration:** Integrate AI prompting into existing workflows to drive business optimization and innovation. Develop prompt libraries and custom GPTs tailored to specific business needs, improving the predictability and effectiveness of AI interactions with ChatGPT.
- **Project-Based Learning and Practical Application:** Apply learned skills through comprehensive playbook projects, such as developing a startup's go-to-market strategy, crafting an AI-driven marketing campaign, analyzing market trends for strategic decision-making, evaluating company operations for technological improvements, and building custom GPT models for specialized tasks.
- **OpenAI ChatGPT Tool Proficiency:** Gain hands-on experience with ChatGPT.

Curriculum

Section	Objectives	Project
Module 1	<p>AI Prompting Essentials</p> <ul style="list-style-type: none"> ● Identify the AI prompting mindset, strategies, and frameworks to get the most out of your prompts. ● Practice creating, evaluating, and refining AI prompts to generate high-value output. ● Apply advanced features and personalization. 	<p>Create a project plan to launch a start-up's new product, from the initial market research phase to the product launch using ChatGPT.</p>
Module 2	<p>Creative Content Generation</p> <ul style="list-style-type: none"> ● Identify opportunities to use ChatGPT for positioning and marketing tasks. ● Analyze audience data to align content with user needs and brand goals. ● Craft an AI-driven marketing campaign. ● Create personalized content, including emails, blog posts, social media content, images, and translated content to drive maximum engagement. ● Customize common business documents such as reports and proposals. 	<p>Develop a marketing campaign to announce a new product, including market research, audience segmentation, content and visual assets, and campaign personalization using ChatGPT.</p>
Module 3	<p>Data Analysis & Visualization</p> <ul style="list-style-type: none"> ● Identify generative AI use cases for analysis. ● Analyze a quantitative dataset, visualizing and generating business insights. ● Summarize qualitative data, identifying themes and trends. ● Customize the presentation of data insights for various audiences. 	<p>Analyze Product Data and Market Trends to Determine a Product Strategy using ChatGPT.</p>

Module 4	<p>Optimize Your Professional Toolkit with AI Prompting</p> <ul style="list-style-type: none"> • Use ChatGPT as your assistant: improve your productivity by optimizing meetings, research, and presentations. • Leverage ChatGPT as your advisor: level up your brainstorming, decision-making, and negotiation tactics, how you get feedback, and create a personalized upskilling plan. • Optimize communication: improve how you structure your thoughts and business communications. 	<p>Evaluate a company's operations and recommend technology to make improvements and cut costs with ChatGPT.</p>
Module 5	<p>Accelerating Your Business Impact with AI Prompting</p> <ul style="list-style-type: none"> • Create a prompt library to increase the efficiency, effectiveness, and predictability of AI prompting outcomes for repeated tasks. • Create a Custom GPT to address specific business challenges or opportunities. • Leverage AI prompting to create an AI business strategy. 	<p>Build a Custom GPT</p>

Delivery & Schedule

Entirely online, on-demand learning with weekly 2-hour live/online interactive group sessions led by mentors with subject matter experts. Ziplines Education uses Canvas as the learning management system (LMS).

Here's a breakdown of what students will do each week:

Complete online content created by industry experts, including a project to apply your skills and knowledge	6-8 hours	Released every Friday Projects are typically due 2-weeks after a module is released
Attend a live session to learn from an industry expert alongside your classmates (optional)	2 hours	Weekday ~times vary by region but are typically evening hours (ex. 4-6 pm PT)
Get extra support by messaging your classmates on Slack or reaching out to the Learner Success team	Ongoing	Ongoing

Requirements

- A computer to access the LMS, live/online sessions, and Slack workspace.
- A microphone (built-in, headphones, or headset)
- A webcam (built-in or USB plug-in) (optional but recommended)
- Internet connection (broadband wired or wireless; 3G, 4G, or 5G/LTE)
- **ChatGPT Pro (4)** will be required to complete the course. It will be provided to learners at no additional cost for the duration of the course.

Assessment

This course will include online coursework, live sessions, quizzes, playbook assignments, etc.

An award of completion will be issued when you:

- achieve at least 70% on the module assessments.
- complete all of the playbook assignments.

Hours and Articulation

Learner hours for the modules are as follows (includes on-demand asynchronous learning, 2-hour weekly online facilitator-led session, and playbook assignment completion):

1. Module 1 – 10 hours
2. Module 2 – 10 hours
3. Module 3 – 10 hours
4. Module 4 – 10 hours
5. Module 5 – 10 hours

Total Module Contact Hours: 50 hours