kod szkolenia: DM-PAI / BASIC_ENG AA 1d

AI in Marketing – Fundamentals and Effective Prompting Skills

Artificial intelligence is becoming an essential part of the work of marketers, communication specialists, and content creators. Generative AI tools can significantly speed up the creation of campaigns, content, and analyses — but only when they are used in a conscious, ethical, and well-thought-out way. The training ‘AI in Marketing – Fundamentals and Effective Prompting’ is a hands-on workshop that helps participants understand how large language models (LLMs) work, how to craft effective prompts, how to avoid common mistakes and AI hallucinations, and how to integrate AI into everyday marketing processes — from research to ready-to-launch campaigns.

During the sessions, participants will explore specific tools (including ChatGPT, Copilot, Gemini, Perplexity, NotebookLM, ChatPDF, and TurboScribe), practice different prompting techniques, and learn how to evaluate the quality of generated content. It’s a combination of theory, practice, and AI ethics — all delivered in one intensive training.

Training recipients

The training is designed for people who want to use artificial intelligence effectively and safely in marketing activities, including:

- marketing, PR, communication, and social media specialists,
- employees of advertising and marketing agencies,
- content managers, copywriters, strategists, and digital marketers,
- people who are just starting to work with AI and want to explore its practical applications,

- everyone who wants to learn how to create effective prompts and use AI as real support in their day-to-day work.

Benefits

- Participants will understand how generative AI and language models work, and how they can be applied in marketing in practice.
- Participants will learn how to use AI tools safely and ethically, taking into account copyright, data confidentiality, and responsibility.
- Participants will learn how to create effective and precise prompts so that AI generates accurate, useful, and high-quality responses.
- Participants will discover how to use AI for research — from finding information, through analyzing documents, to preparing marketing materials.
- Participants will practice how to integrate AI into everyday creative and marketing workflows by developing content, campaign ideas, and data-driven insights with the support of modern tools.

Training program

Introduction to GenAI and the Ethical Foundations of Using AI in Marketing

- An interactive Mentimeter quiz assessing participants' knowledge, concerns, and attitudes toward AI.
- A brief overview of key concepts: AI, generative AI, language models (LLMs), training data.
- Legal, ethical, and security considerations: copyright, data confidentiality, accountability.
- What AI hallucinations are – examples of errors, how to recognize them, and how to minimize them.

Introduction to Prompting

- Introductory exercise: collaboratively creating simple prompts in different tools (ChatGPT, Gemini, Copilot).
- Comparing results across different models.
- Discussion and review of best practices.
- Introduction of a simple framework: ROLE – TASK – CONTEXT – STYLE – FORMAT.
- Exercises on expanding and iterating prompts using this structure.
- A short prompting knowledge quiz.

AI as a Research Tool and Critical Information Analysis

- How to conduct research using Perplexity, ChatGPT, and Gemini (Deep Research).
- Finding scientific and industry sources.
- What hallucinations look like in the context of information search and how to reduce them.

- NotebookLM and ChatPDF – processing and analyzing large documents.
- Practical exercise: analyzing sources and preparing a mini-project based on the results.

Hands-on Workshop

- How to integrate AI into the content creation process – from idea to final copy.
- Presentation of the TurboScribe tool – automatic audio/video transcription and content repurposing.
- Participants design prompts to create specific marketing content (e.g., social posts, emails, taglines/claims).
- Group work on developing a mini promotional campaign concept.
- Critical evaluation of the outputs and discussion of their effectiveness.

Expected preparation of the participant

Participants will receive short materials to review before the training.

Czas trwania

1 dni / 7 godzin

Language

- Training: English
- Materials: English