

**Course Title:****Mastering Artificial Intelligence for Business & Content Creation.****Course Objective:**

To empower learners with practical AI knowledge and hands-on experience in using AI tools for business, and marketing — from understanding AI fundamentals to mastering advanced tools like ChatGPT and Gemini.

**Course Outline****Module 1: Introduction to Artificial Intelligence**

**Objective:** Understand the foundations, history, and applications of AI.

**Topics Covered:**

What is Artificial Intelligence?

- Evolution of AI: From Rule-Based Systems to Neural Networks
- Real-World Applications of AI (Healthcare, Finance, Marketing, Education, etc.)
- Ethical Implications & Future of AI

Activity: Identify AI around you (Case Studies & Discussion)

**Module 2: Introduction to Generative AI**

**Objective:** Learn how Generative AI is reshaping industries and enabling creativity.

**Topics Covered:**

- What is Generative AI and how it works
- Text, Image, Audio, and Video Generation
- Popular Generative AI Models (ChatGPT, Gemini, Claude, Midjourney, DALL·E, etc.)
- Benefits and limitations of Generative AI
- Hands-on Demo: Generate text and images using AI tools

**Module 3: AI Tools for Business**

**Objective:** Discover and use AI tools that enhance productivity, decision-making, and marketing.

### **Topics Covered:**

- AI for productivity
- AI in marketing
- AI for analytics and decision-making
- AI for presentations and design

Practical Workshop: Build an AI-powered workflow for your business

### **Module 4: AI Content Creation**

**Objective:** Learn how to create high-quality content using AI — faster and smarter.

### **Topics Covered:**

- Using AI for writing blogs, captions, and ad copies
- Scriptwriting and video idea generation using ChatGPT and Gemini
- AI for visual content

Workshop: Create a complete social media content calendar using AI

### **Module 5: Prompt Engineering**

**Objective:** Master the art of communicating with AI to get precise, high-quality outputs.

### **Topics Covered:**

- What is a prompt and why it matters
- Components of an effective prompt (role, task, context, tone, format)
- Prompt frameworks:
- R.A.C.E. (Role, Action, Context, Expectation)

Practical Exercises: Prompt optimization for content creation, strategy, and idea generation

### **Module 6: Full Guide to Gemini and ChatGPT**

**Objective:** Deep dive into two leading AI platforms — Google Gemini and OpenAI ChatGPT.

### **Topics Covered:**

- Overview: Gemini vs. ChatGPT (Capabilities, Strengths, Use Cases)
- Setting up and navigating both platforms
- ChatGPT Advanced Features: Custom GPTs, Memory, File Analysis, and Image Tools

- Gemini Advanced Features: Integration with Google Workspace, Multimodal capabilities, and Real-time Search

### **Hands-on Tasks:**

- Create marketing strategy using ChatGPT
- Research automation using Gemini
- Compare outputs and analyze performance

### **Learning Outcomes:**

By the end of this course, participants will:

- ✓ Understand core AI and Generative AI concepts
- ✓ Use top AI tools for business productivity and creativity
- ✓ Create content strategies entirely powered by AI
- ✓ Write effective prompts for ChatGPT and Gemini
- ✓ Confidently integrate AI into business and marketing workflows