



Foundations of Generative AI for B2B Marketing

Course Chapters & Lessons

Participants who successfully complete the entire course will receive a certificate of completion.

Prerequisite Before Beginning Course Content:

- All students must accept the Confidentiality Agreement & Acknowledgment of AI Limitations

Chapter 1: Course Introduction & Key Terms

Approx. 27 min of video lessons.

- Meet Your Instructor
- Introduction to the Course & What to Expect
- Glossary of Marketing Terms
- Where we are, where we're going, and the benefits of this tech
- What is Generative AI in Marketing
- What is a Large Language Model (LLM)
- What Is an AI Prompt
- What is Multimodal AI
- **This chapter has a knowledge check quiz**

Chapter 2: Key Considerations When Working with Generative AI

Approx. 33 min of video lessons.

- AI Hallucinations & Why You Need A Human in the Loop
- Limiting & Recognizing AI Hallucinations
- Considerations as You Start Using AI
- Ensuring Data Privacy: Data Anonymization Techniques
- Basic Internet Security and AI Technology
- The AI Perception Path
- **This chapter has a knowledge check quiz**

Chapter 3: Introducing ChatGPT

Approx. 37 min of video lessons.

- Understanding the different types of ChatGPT accounts
- ChatGPT Paid Account Tour
- The New o3, o4-mini, and o4-mini-high OpenAI Models (*text lesson*)
- BONUS LESSON: When should you use a Reasoning Model like o3?
- ChatGPT Interface Changes and The Rest of The Course

Chapter 4: Foundations of Chatbot Interactions

Approx. 22 min of video lessons.

- Understanding How AI Chatbots Work
- Use Your Chatbot to Create More than Just Text
- Optimizing Chatbot Interactions - Part 1
- Optimizing Chatbot Interactions - Part 2
- **This chapter has a knowledge check quiz**

Chapter 5: Give Your AI A Persona

Approx. 15 min of video lessons.

- Giving Your AI a Persona
- Using AI to Write Your "You Are..." Prompt Snippets
- "You Are..." Prompt Snippet Generator GPT Method
- AI Persona HOMEWORK EXERCISE
- **This chapter has a knowledge check quiz**

Chapter 6: Prompting Your AI - You're the one in control!

Approx. 1 hour of video lessons.

- Prompting Introduction - Everyone has their own unique prompting style
- The Anatomy of a Great AI Prompt
- Using Delimiters in Your Prompts
- Writing Clear Directions - Have the AI Work Step-by-Step
- Teaching the AI to Write Like You
- The Power of NO in Your Prompts
- Creating a Prompt Library
- The Power of Editing Your Prompts
- **This chapter has a knowledge check quiz**

Chapter 7: Understanding ChatGPT's Features

Approx. 1 hour and 34 minutes of video lessons.

- The Power of the Regenerate Button (and a creative brainstorming example walk-through)
- Custom Instructions in ChatGPT
- ChatGPT's Memory Feature (*text lesson*)
- Vision (your AI can see!)
- ChatGPT Vision Example Walk Through - Write Copy for Your Visual Assets (and get Design Suggestions, too!)
- Introduction to Making Images with 4o Image Generation
- Ideas for How to Use the GPT-4o Image Generator
- Multi-Feature Use Case Walk Through: Conversion Rate Optimization Suggestions
- Searching with ChatGPT (and a Persona Research - Emerging Challenges example)
- Code Interpreter (You don't have to be a coder!)
- HOMEWORK EXERCISE: Code Interpreter Data Visualization in Your Brand Colors

- Tell ChatGPT Which Feature to Use
- Reply Quote Feature (and use case walk through: BDR email nurture strategy)
- **This chapter has a knowledge check quiz**

BONUS Chapter 7B: ChatGPT Canvas and Projects

Approx. 28 minutes of video lessons.

- Using Canvas to Suggest Edits to Your Own Written Content
- Using Canvas for Asset Creation (Use case example walk through showing how to turn a transcript into written content)
- Introducing ChatGPT "Projects" (with a Persona Research example)
- **This chapter has a knowledge check quiz**

BONUS Chapter 7C: ChatGPT Deep Research

Approx. 26 minutes of video lessons

- Introducing Deep Research (with a Competitive Intelligence example)
- **This chapter has a knowledge check quiz**

Chapter 8: The ChatGPT App - Unlocking The Power of Voice

Approx. 11 minutes of video lessons.

- Voice Transcription - Write your prompts verbally, or use to create thought leadership content from your ideas
- Voice-to-Voice Conversation
- **This chapter has a knowledge check quiz**

BONUS Chapter 9: Making (and using) GPTs

Approx. 49 minutes of video lessons.

- Introducing GPTs
- See a GPT (front and back end)
- Calling on a GPT in Another Conversation (with localized copy conversation example)
- Build a GPT
- Introduction to Adding Actions in GPTs
- GPT Building Tips
- BONUS LESSON: ChatGPT Projects vs GPTs - When should you use which? *(text lesson)*
- **This chapter has a knowledge check quiz**

BONUS Chapter 10: Introduction to AI Automation

Approx. 1 hour and 17 minutes of video lessons.

- Introduction to AI Automation Tools
- Build a GPT Automation To Make an AI Voiceover
- Google Form to Voiceover to Google Drive

- The OpenAI Playground and System-User Prompt Structure
- Create a Large Language Model Automation (Copy Editing)
- Customize Your Automations to YOUR Exact Needs
- BONUS LESSON: ChatGPT Scheduled Tasks
- **This chapter has a knowledge check quiz**

Chapter 11: The AI First Marketer

Approx. 7 minutes of video lessons.

- Additional Tools
- Transform Your Work with AI
- An Exercise to Help You Transform Your Work With AI (*text lesson*)
- Using AI is NOT Cheating

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