



THE UNIVERSITY OF
SYDNEY

Advanced AI Course: Mastering ChatGPT, Claude, Gemini, Perplexity and Other Tools for Marketing and Content

*Centre for
Continuing Education*



SEO



ADVERTISING

SOCIAL MEDIA



ANALYSIS



Advanced AI Course: Mastering ChatGPT, Claude, Gemini, Perplexity and Other Tools for Marketing and Content



Master AI tools such as ChatGPT and other large language models, along with image creators like Nano Banana, to strengthen your marketing. Learn advanced AI prompt engineering, workflows and automations to produce detailed market, competitor and audience research, content strategies and plans, human quality copy, images and editing techniques for email campaigns, social content, blogs, websites and apps.

Prerequisites

It is assumed you have completed our foundation course, [Beginner AI Course: Using ChatGPT, Perplexity and Gemini for Business and Marketing Writing](#), or have equivalent knowledge.



Course duration

1 session, 8 hours total



Time

9am - 5pm



Format

Face-to-face
or
Online in real-time



Dates

Browse available
[course dates](#)

Intended audience

This course is most suitable for those with:

good general knowledge of ChatGPT and/or Gemini,
Copilot, Claude
some marketing and content writing experience.
It is designed to help:

marketers
copywriters and content writers
small business owners
business professionals.

This course is not suitable for beginners.



Upon completion

Every participant receives a
University of Sydney certificate
of completion.



Aims

This course aims to provide you with advanced skills and knowledge in large language models (LLMs) such as ChatGPT, Gemini, Claude, and other Generative AI tools such as Perplexity, to help you produce high-quality marketing content, faster and more efficiently. By the end of the course, you will feel confident in your ability to enhance your company's marketing processes and performance with AI.



Outcomes

By the end of this course, you should be able to:

- employ advanced ChatGPT/LLM and AI tool prompts and techniques to optimise and automate market research, competitor analysis and audience insights
- design comprehensive content plans with ChatGPT, Perplexity, Gemini and Claude, for email campaigns, social media campaigns, sales pages, blog articles, videos and more
- refine and adjust your tone of voice to mirror and strengthen brand messaging
- generate high-quality content drafts for email, social media, sales pages, landing pages, apps, and blog articles, using advanced prompt engineering
- integrate image tools within ChatGPT, Gemini, and other AI image tools, for enriched text and image content creation
- create automations, GPTs and 'vibe code' for several tasks above
- blend AI power with your expertise and 'human understanding' throughout every step of your marketing journey to get pro quality results from these tools.



Delivery style

The course is practical and hands-on, with exercises and real-world examples to help you develop an understanding of ChatGPT/generative AI tools and how they can be used in your work.

Materials

Course materials, including a course booklet, are provided electronically.



Organisational training and development

This course can be delivered as a private session for groups, and tailored to meet the needs of your business. Contact us to discuss our range of organisational training solutions.

[Learn more](#)



Content

Part 1: Important LLM/AI updates (pre course video)

- Reviewing the latest features and uses from ChatGPT, Gemini, Claude and Co
- Getting to know other valuable AI tools featured in this course
- Prompting technique best practices and new prompt research discoveries

Part 2: Researching your market and audience

- Using ChatGPT, Gemini, Perplexity and other tools for comprehensive market, competitor and audience analytics
- Crafting laser-focused target audience personas with intricate prompts
- Integrating external tools and datasets with ChatGPT

Part 3: Content planning and strategy

- Crafting compelling strategies based on your research and target audience
- Building content plans that target your audience on social media, email, blogs and other relevant channels

Part 4: Developing and matching tone of voice

- Analysing, identifying and honing your brand's tone
- Training and adjusting ChatGPT/Claude to mirror your desired tone
- Getting consistent results using ChatGPT features and workflows

Part 5: Drafting and creating high quality content

- Advanced prompt engineering for drafting and creating unique, audience-focused content
- Creating engaging content pieces for landing pages, blog posts, email campaigns and social media
- Blending text with visuals using ChatGPT, Gemini and other AI image and video tools

Part 6: Editing and refining your content

- Fine-tuning with advanced editing prompts
- Using AI tools to refine drafts into stand-out, professional content and copy
- Knowing when it's time to add your human touch

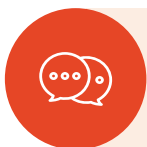
Part 7: Repurposing content to expand its reach

- Using AI to instantly repurpose content across multiple platforms and formats
- Exploring other AI tools that can help

Closing discussion: recap, Q&A, and future trends

- Summarising key takeaways
- Q&A: addressing questions and providing clarifications

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“Mind-blowing AI marketing and content creation course! The course content was top-notch, covering a wide range of topics that are essential for anyone looking to leverage AI in their marketing and content creation efforts. I highly recommend, five stars!!”

Stephanie Brown



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We recognise and pay respect to the Elders and communities – past, present, and emerging – of the lands that the University of Sydney's campuses stand on. For thousands of years they have shared and exchanged knowledges across innumerable generations for the benefit of all.

Empower ambition,
inspire leadership

For more information

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