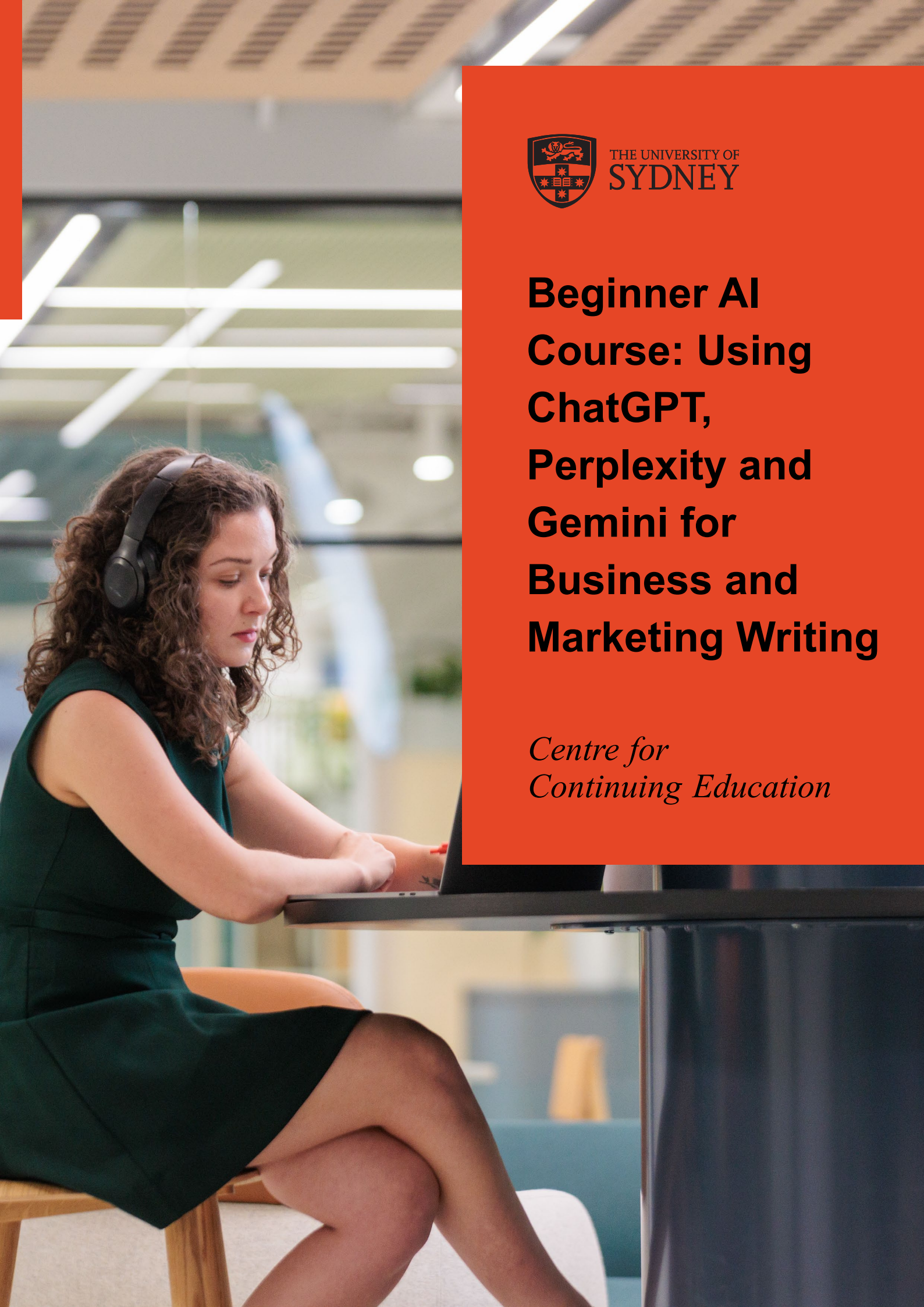




THE UNIVERSITY OF
SYDNEY

Beginner AI Course: Using ChatGPT, Perplexity and Gemini for Business and Marketing Writing

*Centre for
Continuing Education*



Beginner AI Course: Using ChatGPT, Perplexity and Gemini for Business and Marketing Writing



Are you excited, curious or concerned about the impact AI might have on your job? Whether you're new to AI or have been experimenting for a while, this course will teach you practical ways to apply ChatGPT, Perplexity and Gemini to your writing, marketing and related business processes.

If writing is part of your job in any industry, AI tools can make your work easier. When you understand how to use them properly, you'll be able to work and communicate faster, better and more effectively by:

- automating time-consuming tasks and processes
- overcoming writer's block and blank page paralysis
- saving hours of research, analysis and writing time
- creating high-quality short and long content in seconds
- producing personalised messages to customers and colleagues.

This one-day introductory course provides a practical introduction to AI writing tools, with a focus on ChatGPT, Perplexity and Gemini, and how to use them to improve your business and marketing communications.



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 suitable for:

- Business professionals and admin staff
- Copywriters and content writers
- Small business owners
- anyone who wants to write better, faster and more effectively in business.



Upon completion

Every participant receives a University of Sydney certificate of completion.



Aims

The aims of this course are to give you the knowledge and skills to use ChatGPT, Gemini, and other AI tools to achieve your business communications goals, and help you become a better, faster, and more confident business and marketing writer.



Outcomes

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

- understand the basics of ChatGPT and other AI tools
- describe the benefits and limitations of ChatGPT/AI
- use ChatGPT/AI to create powerful and effective written communications
- use ChatGPT/AI to effectively to save time and improve the quality of your writing
- discuss various helpful and powerful AI communications tools.



Content

Topics:

Introduction to AI writing tools

- Overview of AI writing tools and their impact on business communications
- Benefits of using AI writing tools for professionals and admin staff

Understanding ChatGPT and LLMs

- Overview and features
- How it works and its applications in business communications
- Limitations and considerations

Getting started with ChatGPT and Gemini

- Setup and use
- Understanding the basics of the interface
- Fun and practical exercises

Best practices for using ChatGPT/AI in business communications

- Powerful and effective prompts
- Writing styles and tone in business communications
- Improving the accuracy and relevance of outputs
- Common use cases in business communications

Advanced techniques for using ChatGPT/AI

- Customisation for specific use cases
- Fine-tuning for improved accuracy and relevance
- Best practices for maintaining and updating

Other AI communications tools

- Best AI Writers for different needs
- Amazing AI tools for video, images, productivity and more

Content types:

Emails

- Writing effective and professional emails with ChatGPT
- Automatic responses, follow-ups, and personalised email templates
- Tips for crafting engaging subject lines and email content

Articles, reports and presentations

- Outlining long form content with ChatGPT
- Writing unique, interesting and valuable articles
- How to use ChatGPT/AI to help write and summarise reports, presentations and other content



Content cont...

Content types:

Letters

- Writing formal and informal letters with ChatGPT/AI
- Sales letters, cover letters, job application letters, and customer service letters
- Best practices for formatting and structuring letters with ChatGPT/AI

Marketing

- Common uses for ChatGPT/AI - product descriptions, web and print copy, blogs, social media posts, email marketing campaigns
- Overview of creating effective marketing content and copy
- Creating headlines, body copy and calls-to-action



"I enjoyed the topics and learning about all the other AI tools and options currently available. I also liked all the practical and real use case applications when discussing prompts and response customisations.."

Kirrilee taylor

"I was very impressed with the trainer's knowledge around how to use ChatGPT, as well as additional AI platforms that are relevant to marketing work. Overall, I enjoyed the course and left with a solid basic understanding of how I can use ChatGPT and other AI tools to improve my work efficiency, which will let me devote more time to the work that I enjoy."

Katie Rathbone



Delivery style

The course is practical and hands-on, with exercises and real-world examples to help you develop an understanding of ChatGPT and how it 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](#)



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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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