

# A Beginner's Guide to AI

## Opportunities and Challenges

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This document contains resources for further learning about AI, suggestions by the panelists and organizers of this event as individuals. Suggestions are not intended to be endorsement of the content by the panelists, Stride, or Tech Elevator.

## Your Generative AI Introduction to ChatGPT for Marketers

A course of self-study provided by Lee Williams

By following this enhanced curriculum, marketing professionals can gain a deep understanding of how to integrate ChatGPT into their digital marketing strategies while ensuring ethical considerations and brand safety.

### Week 1: Introduction to ChatGPT and AI Content Creation

#### Day 1: Introduction to ChatGPT

- Lesson: History and background of ChatGPT. Overview of the GPT architecture.
- Reading: [OpenAI's official blog post on GPT-3](#)
- Practical: Familiarization with OpenAI's Playground.

- Guided Feedback: Understand the breakthroughs and limitations of the GPT-3 model. Reflect on its potential in marketing.

## Day 2-3: Setting up ChatGPT

- Lesson: Creating an OpenAI account, obtaining API keys, and basic API setup.
- Reading: "[Getting Started with the OpenAI API](#)"
- Practical: Write your first conversation with ChatGPT in the Playground. Craft questions about digital marketing.
- Guided Feedback: Evaluate the relevance and depth of the responses from ChatGPT to gauge its content creation capabilities.

## Day 4-5: The potential of AI in digital marketing

- Lesson: Introduction to AI's role in content creation. Understanding possibilities and limitations.
- Reading: "[AI Marketing – The Complete Guide](#)"
- Practical: Jot down potential areas in marketing where AI can be integrated.
- Guided Feedback: Reflect on areas where AI can provide the most value vs. where a human touch is essential.

# Week 2: Advanced Prompt Engineering for Marketing

## Day 8-10: Deep dive into prompt engineering

- Lesson: Understanding prompt crafting. Tips and best practices for accurate outputs.
- Reading: "[Google's Tips to Enhance Your Prompt-Engineering Abilities](#)"
- Practical: Design three complex prompts related to marketing insights and analyze responses.

- Guided Feedback: Evaluate the effectiveness of your prompts. Did they generate the desired output?

## Day 11-13: Marketing-specific prompts

- Lesson: Creating prompts for ads, blog titles, email campaigns, etc.
- Reading: "[Hootsuite's 65 ChatGPT Prompts for Marketing to Make Work Easier](#)"
- Practical: Convert five existing marketing materials (ads, emails, etc.) into ChatGPT prompts and evaluate the variations in outputs.
- Guided Feedback: Assess how ChatGPT's content can be aligned or improved to fit a brand's voice and style.

# Week 3: Content Generation & Brainstorming with ChatGPT

## Day 15-16: Brainstorming with ChatGPT

- Lesson: Ideation for campaign themes, slogans, etc. Iterative brainstorming strategies.
- Reading: "[Brainstorming Techniques for New Ideas](#)"
- Practical: Use ChatGPT to brainstorm ten potential slogans for a fictional brand.
- Guided Feedback: Reflect on the creativity and applicability of the generated slogans. Which ones resonate most?

## Day 17-18: Content generation

- Lesson: Blog posts, ad copy, email campaigns. Adjusting for brand voice and style.
- Reading: "[How to Use ChatGPT for Blogging and the Best Prompts to Optimize Your Blog](#)"
- Practical: Generate a blog post intro for a trending marketing topic.
- Guided Feedback: Analyze the quality and relevance of the content. Does it require edits?

# Week 4: Evaluating & Optimizing AI-Generated Content

## Day 22–23: Content measurement

- Lesson: Importance of evaluating content effectiveness. Basic content performance metrics.
- Reading: [“ChatGPT for Analytics: Getting Access & 6 Valuable Use Cases”](#)
- Practical: Identify key metrics to measure a ChatGPT-generated email campaign.
- Guided Feedback: Reflect on the importance of each metric. How do they influence content revisions?

## Day 24–25: Content optimization

- Lesson: A/B testing AI-generated content. Refining prompts based on performance.
- Reading: [“How to do A/B Testing: 15 Steps for the Perfect Split Test”](#)
- Practical: Craft two variations of prompts for an ad copy and A/B test them.
- Guided Feedback: Evaluate the performance of each variation. Which one garnered more attention?

# Week 5: Ethical Considerations & Best Practices

## Day 29–30: Ethics in AI content

- Lesson: Avoiding misinformation. Transparency in AI-generated content.
- Reading: [“AI is Considered the “Wild West” – Here’s How Marketers Can rein It In and Ensure Ethical Use”](#)
- Practical: Identify potential pitfalls in an AI-generated article.

- Guided Feedback: Reflect on the implications of unchecked AI-generated content. What safeguards are necessary?

## Day 31–32: Ensuring brand safety

- Lesson: Filtering unwanted content. Building a review process for AI outputs.
- Reading: [AI Fuels New Brand-Safety Worries, and Would-Be Solutions, for Marketers](#)
- Practical: Develop a checklist for reviewing and refining AI-generated marketing content.
- Guided Feedback: Reflect on the importance of maintaining brand integrity. How can AI assist without compromising values?

# Week 6: Advanced Tools & Future of AI in Marketing

## Day 36–37: Other AI tools

- Lesson: Exploring tools beyond ChatGPT. Potential integrations for a holistic AI-powered marketing suite.
- Reading: [Subscription-Based Tools](#) | [Free Tools](#)
- Practical: Research one AI tool that can complement ChatGPT in a marketing campaign.
- Guided Feedback: Consider how different tools can create a synergistic effect in marketing efforts.

## Day 38–39: Future of AI in digital marketing

- Lesson: Predictive analysis, personalization, real-time content adaptation, and more.
- Reading: [“What’s Coming Next Decade for AI in Marketing?”](#)
- Practical: Predict a trend in AI-powered marketing for the next five years and outline its potential benefits.

· Guided Feedback: Reflect on the evolving nature of digital marketing. How will AI shape its future trajectory?

## Prompt Used/Source of Output:

In ChatGPT:

"I want you to act as a digital marketing educator. Please write me a comprehensive curriculum on how best to use ChatGPT. Please include links to free learning resources and tools, as well as notable articles for me to learn more about prompt engineering. Please include specific learning for marketing related professionals and using AI content creation to support those efforts in brainstorming, writing, and measurement. Please break down the curriculum into a week-by-week learning rhythm, and extend the duration of the curriculum over the course of six weeks."

Prompt #2:

"Please include guided feedback for each lesson. I want you to include a relevant article on each topic for continued reading, as well as instructions on each practical activity."

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# AI Resources

## Provided by Chelsea Perrine

Author(s): Gates, B.

Publication Date: 2023, July 12

Title of the Article: Bill Gates explains why we shouldn't be afraid of A.I.

Source: CNBC

URL: <https://www.cnbc.com/2023/07/12/bill-gates-explains-why-we-shouldnt-be-afraid-of-ai.html>

Article: Bill Gates explains why we shouldn't be afraid of A.I.

"...it will have a big impact on education, but so did handheld calculators a few decades ago and, more recently, allowing computers in the classroom," Bill Gate

Author(s): Fitzpatrick, D., Fox, A., & Weinstein, B.

Publication Date: April 3, 2023

Title: The AI Classroom: The Ultimate Guide to Artificial Intelligence in Education (The Hitchhiker's Guide for Educators Series Book 3)

URL: <https://www.amazon.com/Classroom-Artificial-Intelligence-Education-Hitchhikers-ebook/dp/B0BVG8GST>

Social Media:

[@edutechwizard](#)

[@newedtechclass](#)

AI Tools:

- Eduaide.Ai
- Conker.Ai
- Pictory.ai - video content based on words
- adobe firefly - create pictures
- Curipod - interactive responses (padlet on redbull)

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# AI Resources

Provided by Kimberly Ring

1. [ChatGPT](#)
2. [Claude 2](#)
3. [Perplexity](#)

#### Lesson Planner

1. [MagicSchool Ai](#)
2. [Eduaide.ai](#)
3. [Curipod](#)
4. [TeachAnything.ai](#)
5. ELA/Social Studies: [Twee](#)
6. Resources/Evidence of Mastery: [Diffit](#)

#### Art AI

1. [Scribble Diffusion](#)
2. [Canva](#)

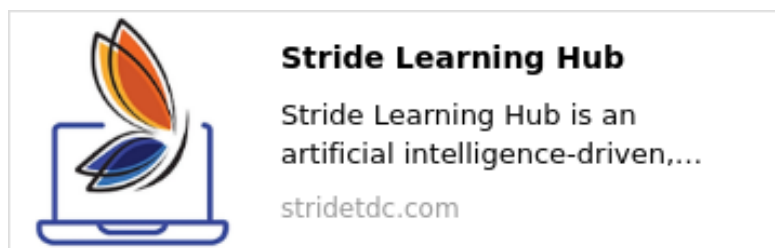
#### To-do List/Instructions Creditor

1. [Goblin Tools](#)
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# The Learning Hub

Stride Learning Hub is an artificial intelligence-driven, adaptive learning platform that bridges in-school curriculum and out-of-school enrichment by connecting students, teachers, and parents. This one stop platform is designed to supplement and personalize learning with high-quality, standards-aligned content, bringing parents deeper into their child's education without creating more steps for the teacher.

Visit the Learning Hub today! [stridetdc.com/stride-learning-hub](https://stridetdc.com/stride-learning-hub)





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# Talent Development & Community

## NEWSLETTERS

Talent Development & Community publishes two monthly AI newsletters on the third Friday of each month in K12 Training, one for teachers and one for leaders. This monthly newsletter is a great way to continue learning about AI and to gain practical information about implementing AI in education. Below are links to the curricula in K12 Training:

- [Practical Intelligence for AI: TEACHER Edition](#)
- [Practical Intelligence for AI: LEADER Edition](#)

Check out the current editions:

- August's Topic: Introducing AI
- September's Topic: Plagiarism & AI

## OPEN OFFICE HOURS

Talent Development & Community invites readers of the "Practical Intelligence for AI" newsletters to join them for monthly open office hours, where they focus on applying the prompts that were shared in the newsletter and discuss how new AI updates impact both teachers and schools.

- Date: 9/28/2023
  - Time: 4:00–4:30 pm EST
  - Sign Up: Sign up through the same AI curriculum link, or use the [direct link](#).
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# Resources on AI and Bias

[Reading List on Bias in AI, ML, & Data Science](#) - Medium (members only story), Adam Ross Nelson, April 14, 2022

[Rise of AI Puts Spotlight on Bias in Algorithms](#) - Wall Street Journal, March 9, 2023

[Tackling Bias in Artificial Intelligence \(and in Humans\)](#) - McKinsey Global Institute, Jun 6, 2019

[AI Model bias can damage trust more than you may know. But it doesn't have to.](#) - Deloitte Insights, December 2021.