



AI CRASH COURSE:

# 20 Teaching Tips & Tools in 20ish Minutes



**DIGITAL  
MARKETING  
CENTER**

PRESENTED BY  
**Tim Marshall**



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# bit.ly/ai20in20



# NotebookLM

(Use it throughout the day!)

# notebooklm.google



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# Stay Current

(Because This List Is Already  
Out of Date!)

What is your training data cut-off date?



My training data includes information up until September 2021. If you have questions about more recent events or developments, I may not have the latest details, but I can still help with a wide range of topics!

Not Logged In | ChatGPT Oct 2024



Get Up to Speed

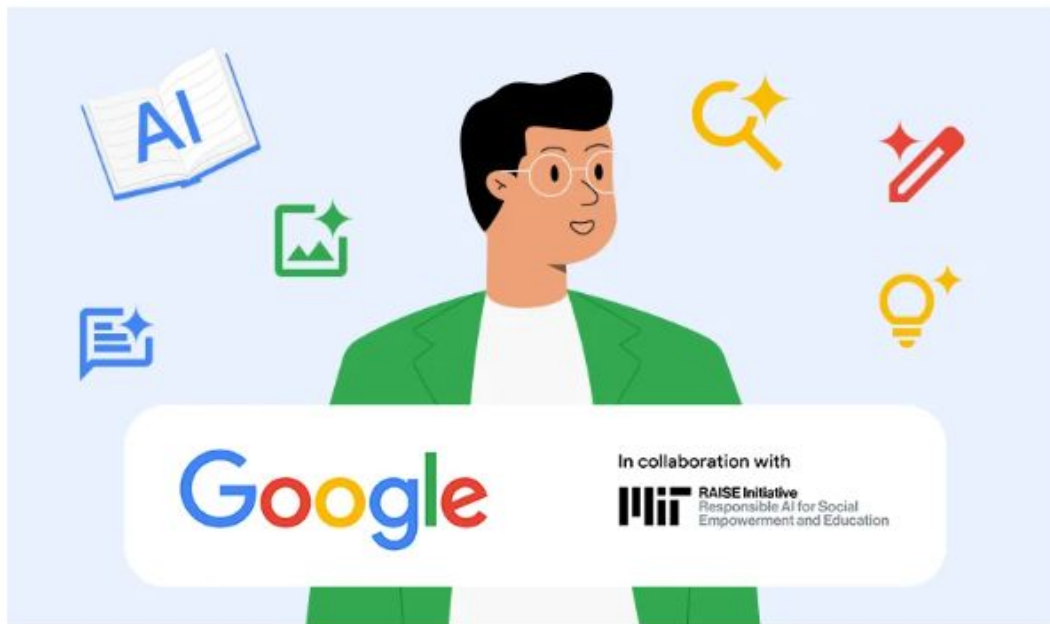
# Get Up to Speed

Google Cloud

## Introduction to Generative AI



COMPLETION BADGE



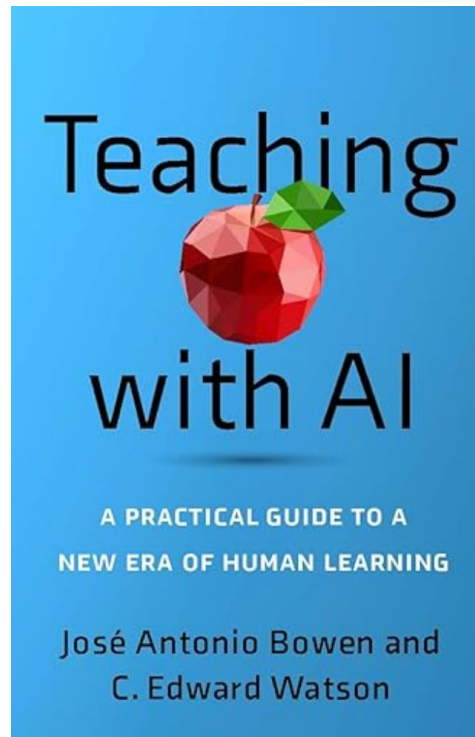
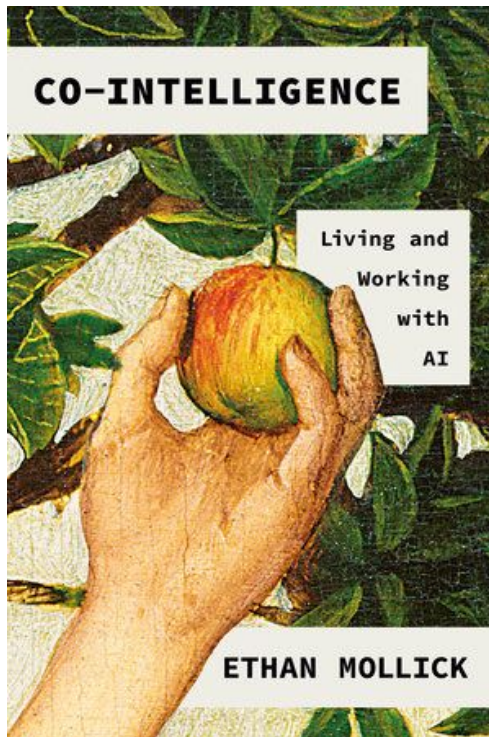
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Hit the Books

# Book Recommendations

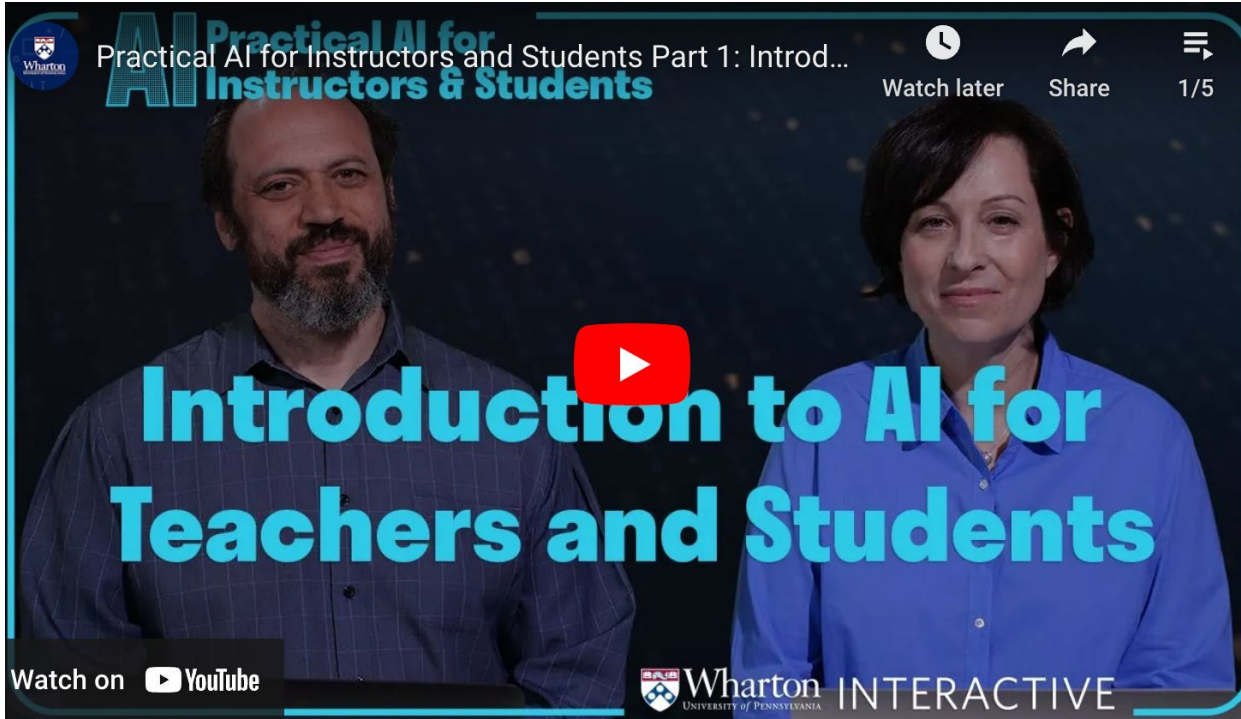


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Follow Some  
Educator Heroes

# Follow the Leaders



**aiEDU**  
The **AI Education** Project

**AAC&U**

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Don't Get  
Fired!

84% of workers who use generative AI at work said they have **publicly exposed their company's data** in the last three months.



JANUARY 16, 2024

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What Can AI  
Do Today?

# WhatAICanDoToday.com

[🏠 Find AI Tools](#) [🏆 Top AI Tools](#) [🙋 Donate](#)

## What AI Can Do Today?

By [👉 Awesome AI Tools](#)

We've analysed **5686 AI Tools** and identified their capabilities with OpenAI GPT-4, to bring you a list of **30388 tasks** of what AI can do today.

[🗂 Categories](#) Search for a task ... [🔍 Search with AI ✨](#) [🔗 Share](#)

Search powered by [Cloudflare Workers AI](#)

Have an AI tool? [Add now](#)

AI Tasks	AI Tool	Actions
support creativity	HeyMusic.ai	<a href="#">Visit</a>
analyze actions	Fable	<a href="#">Visit</a>

[bit.ly/ai20in20](https://bit.ly/ai20in20)





# Tim's Tech Integration Worksheet

# Technology Integration Worksheet

## App & Technology Solution Inventory Worksheet

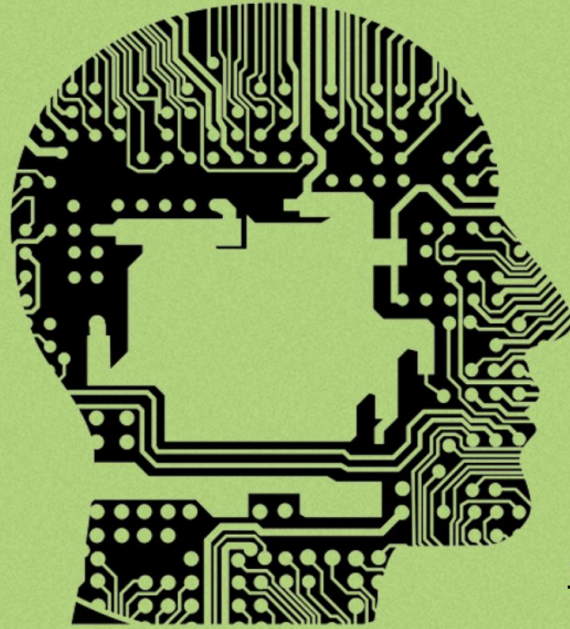
Use?	App/Tech Solution	Site	Campus Partnership?	Cost				Account Management			
				Free	Subscription	Tiered	Other	Prof Login	Student Login	Analytics	Ease of Setup
<input type="checkbox"/>		LINK									
<input type="checkbox"/>		LINK									
<input type="checkbox"/>		LINK									

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AI in the \_\_\_\_\_  
Industry

# Discipline-Specific Resources



## Business

## Conservatory of Music

## Education and Health Sciences

Human Development

Health Sciences

Psychology and Counseling

## Humanities

English

Philosophy

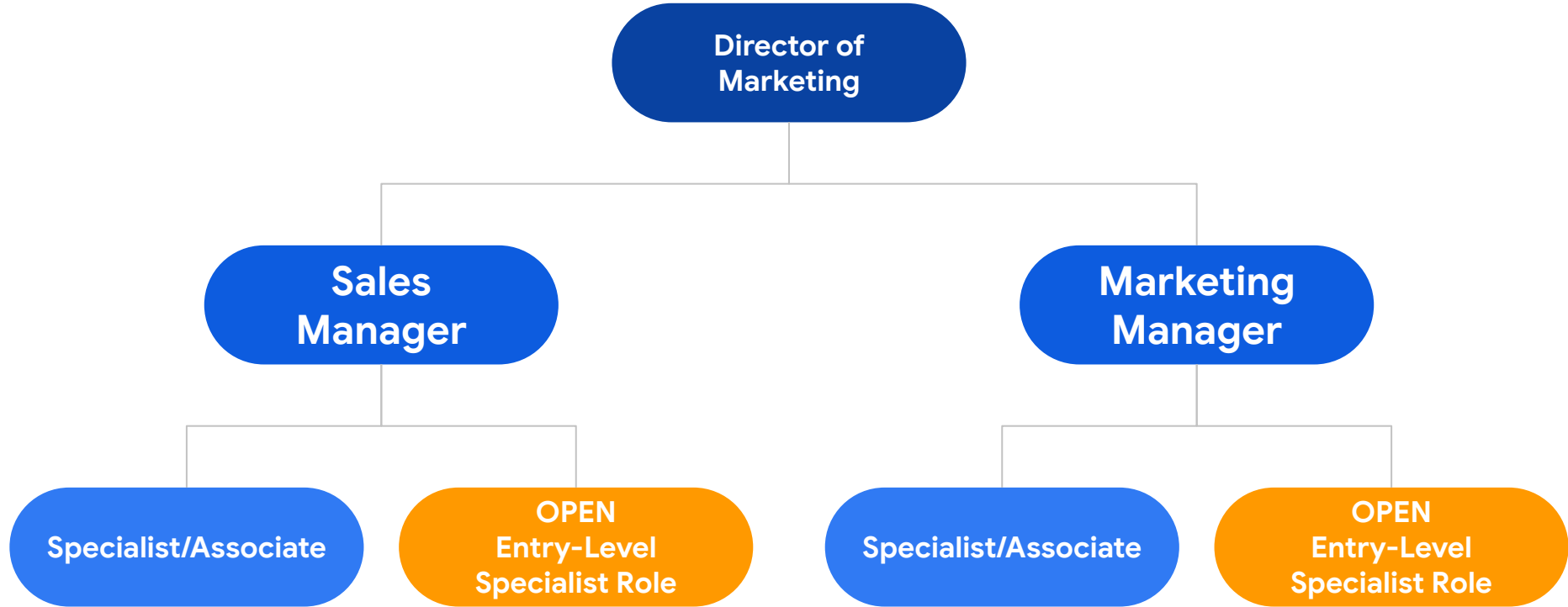
## Science and Engineering

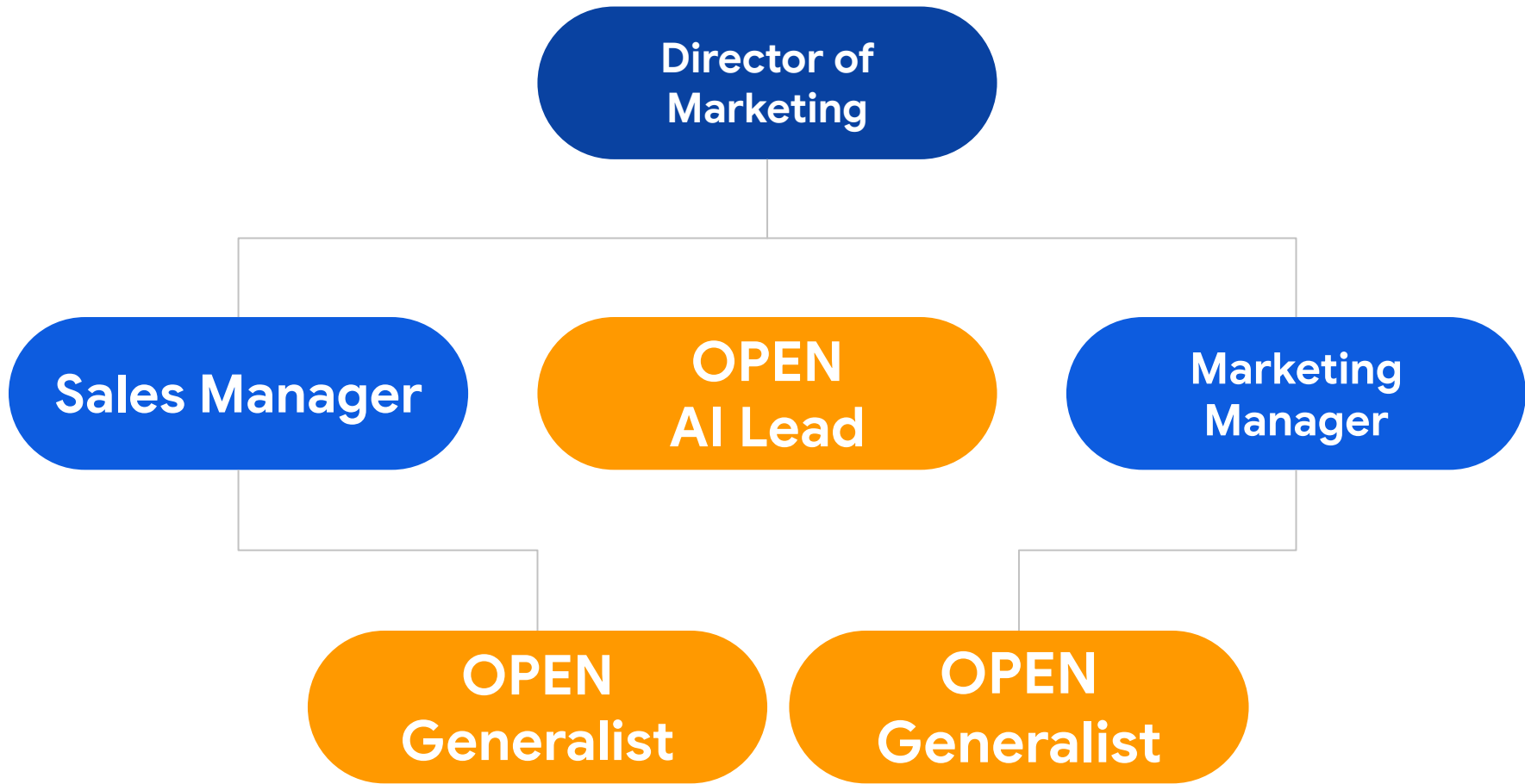
Mathematics, STEM and Higher Education

ChatGPT and CoPilot

## Social Science







# Trendwatch Assignments

**How is AI affecting our [blank]?**

**Annotated bibliography**

**Timeline construction**

**Weekly/regular journals**

**AI-related topic for paper**





# Google Interview Warmup

# interview warmup

A quick way to prepare for your next interview in

Digital Marketing and E-Commerce

Practice key questions, get insights about your answers, and get more comfortable interviewing.

Start practicing

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All 14

Background

Situational

🕒 Background

Please tell me why you would be a good fit for this role.

🕒 Background

What are you looking for in your next job?

🕒 Situational

Describe a situation when you disagreed with someone at work. What did you do, and what was the result?

🕒 Situational

When do you try to push through and solve a problem on your own, and when do you involve others on your team?

🕒 Situational

Tell me about a time when you delivered results despite a challenging environment or context. What was the situation, what was your goal, and what were the results?

🕒 Background

Please tell me about some of your strengths and weaknesses.

🕒 Situational

Tell me about a time you had to deliver on multiple competing priorities. What did you do, and what were the results?

🕒 Situational

Please share a time when you set a goal for yourself and achieved it. How did you go about that?

🕒 Situational

Tell me about a time when you had to act quickly but didn't have a lot of data to inform your decision. What did you do, and what was the outcome?

🕒 Background

How would you describe your working style?

🕒 Background

Can you please tell me a bit about yourself?

🕒 Situational

Tell me about a time you made a mistake. How did you communicate that mistake?

🕒 Situational

Tell me about a time when you had to develop a new skill. How did you approach the learning process?

🕒 Background

What are your career goals for the next five years?

# Interview Warmup

Background question 1/5



Why do you want to work in digital marketing?

Your answer

Job-related terms Most-used words Talking points

**These are words you've used 3 or more times (not necessarily a bad thing).**  
If any words are highlighted, you can click them to see similar words.

Digital marketing is a challenging field and I like the excitement of it. I'm also interested in technology and I'm interested in connections with people and understanding what customers think about Brands and how Brands communicate with people. The digital marketing space then combines all of those interests into one. I love the fast-paced challenge. I love exploring new ways technology could benefit both the brand and consumer and I think more than anything, as much as of a challenges that poses does marketing just keeps changing so quickly it's exciting to be part of that Evolution it can be a challenge to keep up I think for anybody working in the profession but I also think that it lends a lot of appeal to that industry and what encourage someone who likes a rapid Pace who likes new developments to really get involved and I I believe that's why I would like to work in digital marketing

Redo  

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# Prompt Resources

- Who are you?
  - What are you creating?
  - Where will it live?
  - Why are you creating it?
  - For whom are you creating it?
  - How would they use it/why do they need it/how will it help them?
- What should it look like?
  - What else will make it “good?”
  - Include examples
    - *Attach PDFs*
    - *Include web links*



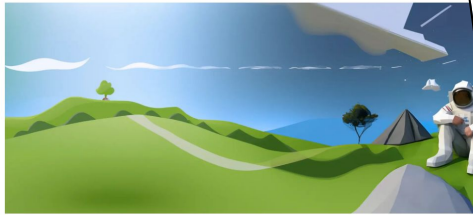


# Learn Prompting

## Prompt Engineering Guide

🕒 Reading Time: 3 minutes

📅 Last updated on October 23, 2024



Welcome to Learn Prompting's Introductory Course on Generative AI.

Generative AI is the world's hottest buzzword, and we have created this course to help you use it. This course is tailored to non-technical readers, who may not have a starting point if you are new to Generative AI and Prompt Engineering. Gain valuable insights within our later modules.

## The Prompt Report: A Systematic Survey of Prompting Techniques

Sander Schulhoff<sup>1,2\*</sup> Michael Ilie<sup>1\*</sup> Nishant Balepur<sup>1</sup> Konstantine Kahadze<sup>1</sup>  
 Amanda Liu<sup>1</sup> Chenglei Si<sup>4</sup> Yinheng Li<sup>5</sup> Aayush Gupta<sup>1</sup> HyoJung Han<sup>1</sup> Sevien Schulhoff<sup>1</sup>  
 Pranav Sandeep Dulepet<sup>1</sup> Saurav Vidyadhara<sup>1</sup> Dayeon Ki<sup>1</sup> Sweta Agrawal<sup>12</sup> Chau Pham<sup>13</sup>  
 Gerson Kroiz Feileen Li<sup>1</sup> Hudson Tao<sup>1</sup> Ashay Srivastava<sup>1</sup> Hevander Da Costa<sup>1</sup> Saloni Gupta<sup>1</sup>  
 Megan L. Rogers<sup>8</sup> Inna Goncarenco<sup>9</sup> Giuseppe Sarli<sup>9,10</sup> Igor Galynger<sup>11</sup>  
 Denis Peskoff<sup>7</sup> Marine Carpuat<sup>1</sup> Jules White<sup>6</sup> Shyamal Anadkat<sup>3</sup> Alexander Hoyle<sup>1</sup> Philip Resnik<sup>1</sup>  
<sup>1</sup> University of Maryland <sup>2</sup> Learn Prompting <sup>3</sup> OpenAI <sup>4</sup> Stanford <sup>5</sup> Microsoft <sup>6</sup> Vanderbilt <sup>7</sup> Princeton  
<sup>8</sup> Texas State University <sup>9</sup> Icahn School of Medicine <sup>10</sup> ASST Brianza  
<sup>11</sup> Mount Sinai Beth Israel <sup>12</sup> Instituto de Telecomunicações <sup>13</sup> University of Massachusetts Amherst  
 sschulho@umd.edu milie@umd.edu resnik@umd.edu



## Prompt library

Explore optimized prompts for a breadth of business and personal tasks.

User-submitted prompts have dark backgrounds with light colored icons (currently, there are none).

You can submit prompts via our [prompt submission form](#).

Filter

All prompts

Personal prompts

Business prompts

User-submitted prompts



### Cosmic keystrokes

Generate an interactive speed typing game in a single HTML file, featuring side-scrolling gameplay and Tailwind CSS styling



### Corporate clairvoyant

Extract insights, identify risks, and distill key information from long corporate reports into a single memo



### Website wizard

Create one-page websites based on user specifications



### Excel formula expert

Create Excel formulas based on user-described calculations or data manipulations



### Google apps scripiter

Generate Google Apps scripts to complete tasks based on user requirements



### Python bug buster

Detect and fix bugs in Python code



### Time travel consultant

Help the user navigate hypothetical time travel scenarios and their implications



### Storytelling sidekick

Collaboratively create engaging stories with the user, offering plot twists and character development



### Cite your sources

Get answers to questions about a document's content with relevant citations supporting the response



### SQL sorcerer

Transform everyday language into SQL queries



### Dream interpreter

Offer interpretations and insights into the symbolism of the user's dreams



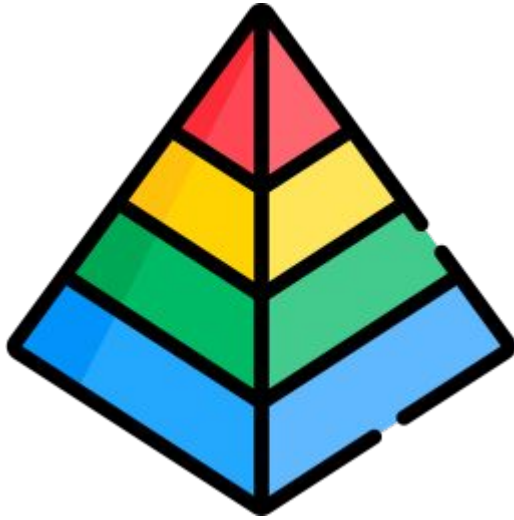
### Pun-dit

Generate clever puns and wordplay based on any given topic





# Include In Your Prompts



**Bloom's  
Taxonomy**



**Career Readiness  
Competencies**



TM

## You

Thank you again! Can you create a set of 4-5 learning objectives for this course? They should start at a basic level of Bloom's taxonomy and work their way up to the highest level.





## ChatGPT

Absolutely! Based on Bloom's taxonomy, which starts from basic knowledge and understanding to higher-order thinking skills like analysis and evaluation, here are the learning objectives for the Digital Marketing Analytics course:

### 1. Remembering & Understanding:

- **Objective:** By the end of this course, students will be able to recall and describe key terms, concepts, and tools related to digital marketing analytics, such as metrics in Google Analytics, email marketing parameters, and organic and paid social media analytics.

### 2. Applying:

- **Objective:** Students will demonstrate the ability to utilize digital marketing analytics tools, like Google Analytics, email marketing platforms, and social media insights, to gather data and insights about a given digital marketing campaign.


### 3. Analyzing:

- **Objective:** Given a set of digital marketing data, students will critically dissect the information to identify patterns, strengths, and areas of improvement in digital campaigns across different platforms.

### 4. Evaluating:

- **Objective:** Students will appraise the effectiveness of digital marketing strategies based on collected analytics data, determining the success of campaigns and recommending areas for optimization.

### 5. Creating:

- **Objective:** Drawing on insights from analytics, students will design comprehensive digital marketing strategies, including conversion rate optimization tactics, for real-world scenarios or businesses, ensuring the alignment of ts with overarching business objectives.



# Complete an Assignment Using AI

PDF

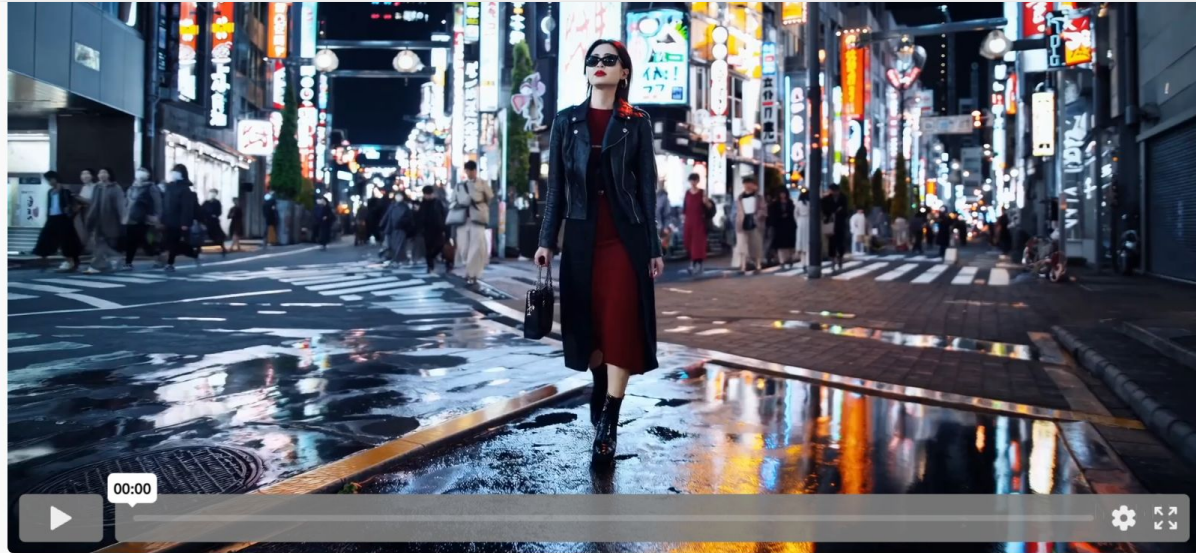
ITSS Descript...  
60.20 KB

I am a college junior who is building a website on social media and analytics for my undergraduate Digital Marketing course. I need to draft an article on TikTok versus Instagram for B2B. I held an internship doing various digital marketing work (social media, SEP and other things) for an IT company this past summer and want to reference my experiences throughout the article -- review the attached job posting to help. The article should be in first person as if I am giving this advice, and the audience are employers, professionals with more experience than me who I want to hire me for internships and jobs. Because TikTok and Instagram change so much, all content should be as recent as possible. The article needs to be at least 301 words long and feature basic on-page optimization for the keyword "TikTok versus Instagram for B2B."

PT

Grade the AI

# Grade the AI



Prompt: A stylish woman walks down a Tokyo street filled with warm glowing neon and animated city signage. She wears a black leather jacket, a long red dress, and black boots, and carries a black purse. She wears sunglasses and red lipstick. She walks confidently and casually. The street is damp and reflective, creating a mirror effect of the colorful lights. Many pedestrians walk about.

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# Grade the AI

Instagram, with around **1.5 billion monthly users**, is a visual platform suitable for lifestyle brands and businesses targeting younger demographics, as nearly half of users are under 34. Small businesses benefit from high-quality visuals in Posts, Stories, and Reels. Instagram Stories alone reach nearly **70% of users daily**, offering a way to engage followers consistently. Moreover, **83% of users report** discovering new products on Instagram, making it ideal for influencer collaborations and user-generated content. Brands can also use Instagram's shoppable posts, which drive sales directly from the app.

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# Chatbot Arena



# Chatbot Arena

Imarena.ai

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[bit.ly/ai20in20](https://bit.ly/ai20in20)



create a brief summary in the form of a bulleted list that provides an overview of the factors that contributed to the Triangle shirtwaist factory fire



create a brief summary in the form of a bulleted list that provides an overview of the factors that contributed to the Triangle shirtwaist factory fire



- **Inadequate safety measures:** The factory lacked proper fire escapes, exits, and fire alarms.
- **Overcrowding:** The factory was overcrowded, with too many workers in a small space.
- **Flammable materials:** The shirtwaists were made from highly flammable materials, such as cotton and wool.
- **Ignition source:** The fire started from a discarded cigarette or a sewing machine spark.
- **Locked exits:** Some exits were locked to prevent theft, trapping workers inside.
- **Inadequate training:** Workers were not properly trained in fire safety procedures.



create a brief summary in the form of a bulleted list that provides an overview of the factors that contributed to the Triangle shirtwaist factory fire



The Triangle Shirtwaist Factory Fire in 1911 was a tragic event that led to significant changes in labor laws and workplace safety. Key factors contributing to the fire include:

1. **Poor Safety Standards:** Lack of adequate safety measures, such as fire escapes, sprinkler systems, and locked exit doors.
2. **Crowded Conditions:** Overcrowded workspaces, with many employees working in a confined area, which hindered quick escape.
3. **Locked Doors:** Exit doors were often locked to prevent theft, trapping workers inside when the fire broke out.
4. **Flammable Materials:** The factory used highly flammable materials like cotton and fabric, which fueled the fire's rapid spread.
5. **Inadequate Fire Response:** The fire department's ladders couldn't reach the upper floors where the factory was located, leading to limited rescue efforts.
6. **Lack of Enforcement:** Weak labor laws and inspections, allowing unsafe working conditions to persist.
7. **Low Wages and Long Hours:** Workers, mostly women and immigrants, were in a vulnerable position and often unable to demand better conditions.
8. **Union Suppression:** The owners were opposed to unionization, which could have improved

Expand to see the descriptions of 37 models

Model A

create a brief summary in the form of a bulleted list that provides an overview of the factors that contributed to the Triangle shirtwaist factory fire

- Inadequate safety measures: The factory lacked proper fire escapes, exits, and fire alarms.
- Overcrowding: The factory was overcrowded, with too many workers in a small space.
- Flammable materials: The shirtwaists were made from highly flammable materials, such as cotton and wool.
- Ignition source: The fire started from a discarded cigarette or a sewing machine spark.
- Locked exits: Some exits were locked to prevent theft, trapping workers inside.
- Inadequate training: Workers were not properly trained in fire safety procedures.

Model B

create a brief summary in the form of a bulleted list that provides an overview of the factors that contributed to the Triangle shirtwaist factory fire

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A is better

B is better

Tie

Both are bad

Enter your prompt and press ENTER

Send

New Round

Regenerate

Share

Parameters

**Model A: openchat-3.5-0106**

**Model B: qwen1.5-72b-chat**

## Offer four tips for an inexperienced entrepreneur interested in opening a commercial bakery

1. **Develop a detailed business plan:** Before opening a commercial bakery, it's crucial to create a comprehensive business plan that outlines your goals, target market, financial projections, and marketing strategies. This will help you stay organized and on track as you navigate the challenges of entrepreneurship.
2. **Research local regulations and permits:** Each state and county has its own set of regulations and permits required for opening a commercial bakery. It's essential to research these requirements well in advance so that you can obtain all necessary permits and licenses before starting your business.
3. **Find the right location:** Choosing the right location for your bakery is critical to its success. Consider factors such as foot traffic, visibility, accessibility, and nearby businesses when selecting a location. Additionally, ensure that the space meets all health and safety standards.
4. **Invest in quality equipment and ingredients:** As a bakery, your equipment and ingredients are essential to your success. Invest in high-quality equipment such as ovens, mixers, and refrigerators, and source only the freshest, highest-quality ingredients for your baked goods. This will not only help you produce delicious products but also ensure consistency and efficiency in your operations.

## Offer four tips for an inexperienced entrepreneur interested in opening a commercial bakery

1. **Develop a solid business plan:** A comprehensive business plan is crucial for any new entrepreneur, especially in the food industry. Research the local market to understand consumer preferences, competition, and potential demand for your bakery products. Include details on your target audience, pricing strategy, marketing plans, operational costs, and financial projections.
2. **Acquire necessary knowledge and skills:** To run a successful bakery, you need to have a good understanding of baking techniques, food safety regulations, and inventory management. Consider taking courses in baking and pastry arts, attending workshops, or even working briefly in an existing bakery to gain hands-on experience. Additionally, familiarize yourself with local health department rules and obtain any required licenses and permits.
3. **Invest in quality equipment and ingredients:** The success of your bakery largely depends on the quality of your products. Invest in reliable, efficient baking equipment that can handle the volume of production you anticipate. Don't compromise on the quality of ingredients, as customers will appreciate the taste and freshness of your baked goods. Also, ensure you have a well-designed kitchen layout to optimize workflow and efficiency.
4. **Build a strong brand and customer base:** Develop a unique brand identity for your bakery, including a catchy name, logo, and packaging design. Leverage social media platforms and local marketing efforts to create awareness and attract customers. Offer exceptional customer service and consider implementing loyalty programs to encourage repeat

# Musical Assignment Wrappers



- Use a Google Form
- Students share what they learned during a module

# SUNO

Fun, poppy, upbeat song. Generative artificial intelligence for educators. Learn to prompt. Training data cut-off date. Bloom's taxonomy. Course learning outcomes.

188 / 200

 Create

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# Perplexity for Research

## What are some important trends in the bilingual Spanish E-commerce space?

### \* Pro Search

↓ Understanding question

↻ Reading response

Technology Fashion Food

🔍 Searching the web

bilingual Spanish E-commerce trends bilingual Spanish E-commerce technology trends  
bilingual Spanish E-commerce fashion trends bilingual Spanish E-commerce food trends

🔍 Found 20 sources

### ☰ Sources

How to target the US Spanish-English bilingu...  
wexlglot · 1

Fashion & e-commerce in Spain - Eurotext AG  
eurotext · 2

Why Bilingual Market Targeting is Crucial for ...  
conveythis · 3

View 17 more

### \* Answer

In the bilingual Spanish e-commerce space, several important trends are shaping the industry across various sectors such as technology, fashion, and food. These trends highlight the growing importance of catering to Spanish-speaking consumers, particularly in the United States and Spain, where significant portions of the population prefer to shop online in Spanish.



New Thread

⌘ K

🔍 Home

🔍 Discover

📖 Library

# Is KeyBank a good place to work?



New Thread

⌘ K

Q Home

🔍 Discover

📖 Library

# Is KeyBank a good place to work?

## ☰ Sources

KeyBank Reviews & Ratings by 84 Employees

😊 careerbliss · 1

Employee Work-Life Balance | KeyBank

🔑 key · 2

Working at KeyBank: 2,289 Reviews |...

📘 indeed · 3

KeyBank Reviews: What Is It Like to Work At...

🟢 glassdoor · 4

Working at KeyBank in New York, NY: Employee...

📘 indeed · 5

## ☰ Answer

Based on employee reviews, KeyBank is generally considered a good place to work. It has an overall rating of 4.0 out of 5 based on over 49 reviews on CareerBliss <sup>1</sup>, 3.7 out of 5 based on over 3,228 reviews on Glassdoor <sup>4</sup>, and 66% of employees would recommend working there. Employees have mentioned good compensation, generous PTO, good health benefits, and supportive management <sup>3</sup> <sup>5</sup>. The company also emphasizes work-life balance, rewarding work, and a positive work culture on its official website <sup>2</sup>.

↪ Share   ↻ Rewrite



# What do you need to do to obtain healthcare power of attorney in Ohio?

✧ Pro Search

3 steps completed ▾

## ☰ Sources

[PDF] State of Ohio  
Health Care Power of...

 probate.franklinc... · 1

Section 1337.12 - Ohio  
Revised Code

 codes.ohio · 2

Free Ohio Medical Power  
of Attorney Form - PDF |...

 eforms · 3



View 10 more

## ✧ Answer

To obtain a healthcare power of attorney in Ohio, you need to complete the following steps:

1. **Choose an Agent:** Select a trusted individual to act as your healthcare agent. This person will make healthcare decisions on your behalf if you are unable to do so <sup>1</sup>

<sup>3</sup>



# Perplexity Pages & Spaces

The screenshot displays the Perplexity AI editing interface. At the top, there are 'Editing', 'Preview', and 'Publish' buttons. A central image shows students in a computer lab. Below the image is the article title 'AI in Higher Education' with an edit icon. The article is attributed to 'Curated by bwdmc' and has a '1 min read' duration. The main text begins with 'As reported by Inside Higher Ed, generative artificial intelligence tools are increasingly being adopted in higher education classrooms...'. To the right, a table of contents lists 'Introduction', 'Generative AI in Curriculum Design', 'AI-Driven Personalized Learning Plans', and 'Ethical Use of AI Tools'. Below the text, there are buttons for '+ Insert Section' and '+ Add Media'. At the bottom, a partially visible section titled 'Generative AI in Curriculum Design' includes a '+ Add Section' button and a question mark icon.

bit.ly/ai20in20



Grade the Prompt!



# Grade the Prompt

## Section 2a: AI Prompt & Use

- **Provide a link to a Doc with screenshots of any AI prompts/outputs involved in the creation of this article. If the generative AI tool you used lets you share a link to a prompt**



# AI Policies

# AI Policies

“The use of ChatGPT in  
the classroom is r  
permitted”



# Acceptable Use Statement for Generative AI (in *this* course only)

Throughout the semester, in MKT 337 you will learn to use various technologies for strategic digital marketing use cases, including generative artificial intelligence (gen AI) tools such as Perplexity, OpenAI's ChatGPT, Anthropic's Claude, Meta AI, Microsoft Copilot, and others (including some that may not exist at the time this syllabus was published).

Your appropriate and ethical use of gen AI tools in this course is designed to prepare you for careers in digital marketing, a field that has leveraged AI since its inception and has recently experienced a mix of both disruption and growth since the mainstreaming of ChatGPT and other apps in Fall 2022.

To the end of equipping you with skills, knowledge, and hands-on experience to make you marketable for internships and post-BW careers, you will use gen AI throughout the semester for these specific purposes:

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- Analyze data to make decisions
- Build basic to intermediate prompt engineering skills
- Check content for style, spelling, and grammar issues
- Create supplemental or ancillary content to be further edited and enhanced by a human author (you)
- Develop a marketing AI workflow for content operations
- Explore ethics, intellectual property, and related legal issues
- Follow assigned AI workflows for existing marketing teams
- Gain experience using AI for professional marketing needs
- Learn how AI has affected digital marketing jobs -- and vice versa
- Produce a strategic marketing AI prompt library
- Research and identify trends, keywords, and opportunities

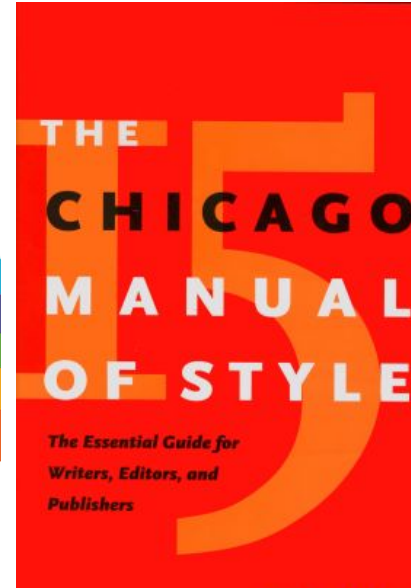
are you for careers in digital marketing, a field that has leveraged AI since its inception and has recently experienced a mix of both disruption and growth since the mainstreaming of ChatGPT and other apps in Fall 2022.

make you marketable for internships and post-BW careers, you will use gen AI throughout the semester for these specific purposes:



# Citing AI-Generated Work

# Citing AI-Generated Work



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Down with the  
Detectors!

# Down with the Detectors



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# Down with Detection Culture



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Know Who's  
on First

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