

# Prompt Engineering for AI Text Generation

## Course Duration:

04 hours (0.5 day)

## Course Description

### Overview:

Artificial intelligence (AI) tools can be used in a business setting to generate text that is unique, thorough, and highly effective at communication. In response to your written prompt describing what you require, these tools can quickly summarize information, generate ideas, solve problems, participate in conversations, and engage in a wide range of other purposes, enabling you to save time and money designing and developing text-based content. In order to achieve these goals, you must learn how to tell AI tools what you want in the right ways through prompt engineering.

### Course Objectives:

In this course, you will generate text effectively using AI tools. You will:

- Select and use a generative AI tool to create text from prompts.
- Use prompt-engineering techniques to optimize text generation for your specific needs.
- Implement text generation in a business setting.

### Target Student:

This course is designed for people who want to develop the skills needed to put generative AI-based text-generation tools to work in their own tasks and workflows.

### Prerequisites:

To ensure your success in this course, you should have at least a basic understanding of computers and other electronic devices used in the business. You should be comfortable using an operating system such as Microsoft® Windows, as well as experience with web browsers and Internet search engines.

## Course-Specific Technical Requirements

For this course, you will need one computer for the instructor to display the slide presentations for the course. Slides are provided in PowerPoint format (.pptx). Each student will need a computer with an Internet connection and a web browser. There are no other course-specific technical requirements for the course presentation.

## Course Content

### **Lesson 1: Using AI to Generate Text**

**Topic A:** Generate Text

**Topic B:** Select an Appropriate AI Text-Generation Tool

### **Lesson 2: Getting the Text You Want**

**Topic A:** Use Foundational Prompt-Engineering Techniques

**Topic B:** Use Advanced Prompt-Engineering Techniques

### **Lesson 3: Implementing Text Generation in a Business Setting**

**Topic A:** Solve Business Problems Using AI-Generated Text

**Topic B:** Address Ethical Concerns