1. Use [Google Bard](https://bard.google.com/) or [ChatGPT](https://chat.openai.com/) to come up with a list of questions to ask your instructor so you can get the most out of your Integrated Marketing Communications [or Digital Marketing, or Social Media, etc.] class?
2. Have students follow some of these blogs, e-newsletters, etc., and create a journal describing one takeaway they learned about AI, ChatGPT or another technology each week of the class. Discuss their takeaways in class and give them the opportunity to apply them to an existing assignment.
   1. [AI Tool Report](https://aitoolreport.beehiiv.com/)
   2. [The Pen Pivot](https://www.penpivot.com/)
   3. [Synthetic Mind](https://www.syntheticmind.io/)
   4. Others of your (or their) choosing
3. Using the websites below, have the students create a manual of [ChatGPT](https://chat.openai.com/) prompts they find that they can reference in the future. Have them categorize the prompts as things like blog posts, video scripts, Facebook ad copy, etc. Give them the opportunity to apply them to an existing assignment.
   1. [AI Tool Report](https://aitoolreport.beehiiv.com/)
   2. [The Pen Pivot](https://www.penpivot.com/)
   3. [Synthetic Mind](https://www.syntheticmind.io/)
   4. Others of your (or their) choosing
4. [ToolBuilder AI](https://toolbuilder.ai/) (<https://toolbuilder.ai/>), is an AI platform that enables you to create AI-powered tools without knowing how to write a single line of code. In minutes, you can build tools to automate tasks, generate creative content, and analyze data. ToolBuilder AI's features include:
   * + A simple drag-and-drop interface, so you don't need to know how to code to create your own AI tools.
     + The flexibility to create anything from simple task automation tools to complex data analysis tools.
     + A community of users can help you troubleshoot problems and share ideas.
     + A library of pre-made tools from community members for inspiration.

For this assignment, do one of the following:

1. Create a tool that automates a task that you currently do manually.
2. Create a tool that generates creative content, such as poems, code, or scripts.
3. Create a tool that analyzes data and provides insights.
4. In Chapter 4 of *Integrated Marketing Communications: Building the Brand,* you learned about the Creative Process and how to write a Creative Brief. The inputs from the Creative Brief can be used to write ChatGPT prompts to accomplish a number of tasks.

In this assignment, write a [ChatGPT](https://chat.openai.com/) script (<https://chat.openai.com/>) to create a video outline. *(Source:* [*https://aitoolreport.beehiiv.com/*](https://aitoolreport.beehiiv.com/)*)*

Use the following prompt:

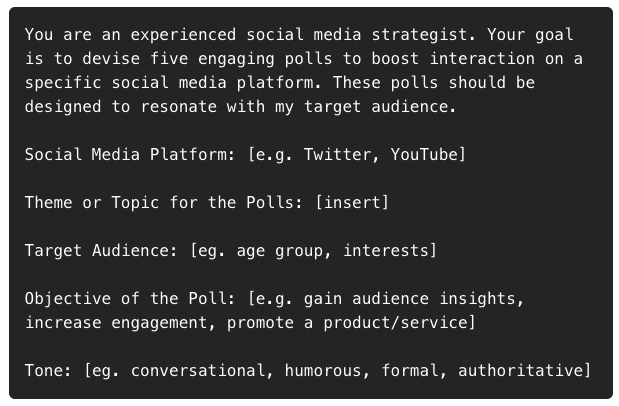
“I need an outline for a video about the benefits of X [insert product or brand name].

The length of the video is x minutes long [students should know best practices for video length that creates the most engagement].

The tone of the video is Y [insert Tone of Voice from the creative brief].

The message I want to convey is Z" [insert brand promise or consumer benefit from the creative brief].

1. Chapter 4.4 *of Integrated Marketing Communications: Building the Brand* discusses the difference between Content Writing and Copywriting. Using information from your Creative Brief and what you learned about Content vs. Copy, do the following:
2. Write one [ChatGPT](https://chat.openai.com/) prompt for advertising Copy for Social Media.
   * What stage of the marketing funnel is your target market in?
   * What is the call-to-action? What action are you trying to persuade the read to take? (follow, purchase, donate, attend an event, download an app, etc.)
   * What is your clever, impactful, original tagline? (If you don't have one, ask ChatGPT for ideas!)
   * On which social channel will your advertisement run?
     + Note that social channels have a variety of advertising options. Which type of ad will you use on that social channel?
3. Write one [ChatGPT](https://chat.openai.com/) prompt for advertising Copy for Traditional Media.
   * What stage of the marketing funnel is your target market in?
   * What is the call-to-action? What action are you trying to persuade the read to take? (follow, purchase, donate, attend an event, download an app, etc.)
   * What is your clever, impactful, original tagline? (If you don't have one, ask ChatGPT for ideas!)
   * Where will your advertisement run? Is it a radio ad? TV ad? Newspaper ad? Magazine ad? Out-of-Home ad (Billboard, Bus Bench, point-of-purchase, etc.)?
     + Keep in mind that radio and TV ads are typically a certain length. Make sure you include that information in the prompt!
4. Write one [ChatGPT](https://chat.openai.com/) prompt for a piece of Content. This could include a brochure, case study, e-book, infographic, newsletter, product description, social media post, tutorial, video script, web copy, white paper, etc.
   * Is your goal to educate, inform or entertain?
   * What stage of the marketing funnel is your target market in?
   * What is the helpful information you want to provide?
   * What are you subtly trying to sell?
5. Analyze the copy and content that ChatGPT output and answer the following questions:
   * What is the difference between the Copy and the Content that ChaptGPT output?
   * Do you feel like the copy or content captured the message and tone you want to convey as stated in your creative brief?
   * Knowing your target audience/buyer persona, do you think they would be persuaded by the ad copy or find value in the content? Why or why not?
   * Was your content the correct length?
   * Suggest 1-2 edits you would make to each prompt that would improve the output.
   * Taking the outputs as they are, what manual edits would you make to the copy or content to improve it? Make the edits and submit with your assignment.
6. Polls are a great way to generate audience engagement on social media. In addition, you can gain valuable insights on your target audience. Use this [ChatGPT](https://chat.openai.com/) prompt to generate ideas for audience polls. You can find most of the required information in your Creative Brief (see Chapter 4.3 *of Integrated Marketing Communications: Building the Brand.)* What social channels do you recommend using this poll on? *(Source:* [*PenPivot.com*](https://www.penpivot.com/)*)*



1. Use [ChatGPT](https://chat.openai.com/) to research a successful integrated marketing communications campaign for a brand. Consider how you would write the prompt. What do you want to know? For example, you may want to know what advertising platforms were used, who the target market was, what the tagline or advertising message was, what metrics were used to determine success, etc. Then, apply what you learned to develop an IMC plan for an in-class or real-world project.
2. Chapter 4.4 *of Integrated Marketing Communications: Building the Brand* discusses Content Writing. Using information from your Creative Brief, do the following:
   1. Write a [ChatGPT](https://chat.openai.com/) prompt for creating a blog post for your product or brand targeting your buyer persona.
   2. Read the output from ChatGPT and analyze whether it is relevant to your target audience? Do you think your buyer persona will find value in the content? Why or why not?
   3. Explain why the writing is relevant for your brand or business... or why it is not relevant.
   4. Edit the blog post to make it more relevant to the brand and valuable to your buyer persona. Indicate what changes you made and why.
3. The Future of Marketing Institute defines Prompt Engineering as “the technique of crafting effective input queries that guide AI models to produce desired outputs.” *(Source:* [*https://www.linkedin.com/pulse/prompt-engineering-marketers-future-of-marketing-institute/*](https://www.linkedin.com/pulse/prompt-engineering-marketers-future-of-marketing-institute/)*)* Knowing the words to use in a prompt and then understanding the output that comes back is important. Bad input leads to bad output. Therefore, it is important to think critically about what to write in a prompt.

Tips for writing good prompts include:

* + Less is more: Write 5-10 word prompts. Begin with the main idea. Define details and styles desired.
  + Verbs matter: Clearly express your intent. “Condense this blog post to 100 words” vs. “Rewrite this to be shorter.”
  + Thesaurus: Don’t give up if the first prompt didn’t work. Find the right word and try again!
  + Intent: Introduce what you’re trying to do clearly from the beginning. Play around with wording, tense and approach.

Now, practice writing prompts for the following AI tools. If your first output does not come out as you intended, rewrite it using the tips above to get closer to your intent.

* + [Google Bard](https://bard.google.com/) (text-to-text model)
  + [ChatGPT](https://chat.openai.com/) (text-to-text model)
  + [DALL-E](https://labs.openai.com/) (text-to-image model)
  + [Midjourney](https://www.midjourney.com/home/) (text-to-image model)
  + [ModelScope](https://huggingface.co/spaces/damo-vilab/modelscope-text-to-video-synthesis) (text-to-video model)

*(Note to Instructors: These are only a few of the many tools available. Feel free to use others that you find are better.)*

Finally, answer these questions:

* + Using the same input for Bard and ChatGPT, how did the outputs differ? How were they the same?
  + What did your first output look like? (This can be particularly humorous with the photos and videos!)
  + What did you change in your prompts to get closer to your output expectations?

*(This assignment was inspired by Christina Kalberg’s ProfCon 2023 presentation)*

1. Chapter 8.4 *of Integrated Marketing Communications: Building the Brand* discusses Search Engine Marketing (SEM). AI tools can be used to help you generate keyword ideas to improve your Search Engine Optimization (SEO).
   1. In teams, brainstorm a list of 25 keywords for improving the SEO of your website or that of a company you’re working with.
   2. Then, write a [ChatGPT](https://chat.openai.com/) prompt for keywords that would get your website—or that of a company or brand you’re working with—to rank in the top 10 on a Google search.
   3. Compare the output from ChatGPT with the list your team brainstormed. What were the similarities? What were the differences? Which list do you think will be more effective?

*(This assignment was inspired by Christina Kalberg’s ProfCon 2023 presentation)*

1. Headlines and email subject lines are critical in grabbing a reader’s attention and encouraging them to read more and respond. In this two-part assignment, you will write headlines and subject lines and then compare them to headlines and subject lines generated by [ChatGPT](https://chat.openai.com/).
   1. Write one each of the following for a brand or company you are working with. Keep your Creative Brief in mind as you generate your headlines and subject lines.
      * Website homepage headline
      * Blog post headline
      * Email subject line
      * Newspaper or Magazine headline
   2. Next, write prompts to have ChatGPT write each of the following
      * Website homepage headline
      * Blog post headline
      * Email subject line
      * Newspaper or Magazine headline
   3. Compare the output from ChatGPT with the list your team brainstormed.
      * What were the similarities? What were the differences?
      * Which list do you think will be more effective?
      * How might you edit your prompts in order to improve your output?

*(This assignment was inspired by Christina Kalberg’s ProfCon 2023 presentation)*

1. Chapter 3 *of Integrated Marketing Communications: Building the Brand* discusses Understanding the Market and Section 3.2 gives an example of a Target Persona. In this exercise, you will use AI tools to create a Buyer or Target Persona. As you’re writing your prompts, keep demographic, psychographic, geographic and behavioral segmentation descriptors in mind.
   1. Use [ChatGPT](https://chat.openai.com/) or [Google Bard](https://bard.google.com/) to create descriptors of our persona.
   2. Use [DALL-E](https://labs.openai.com/), [Midjourney](https://www.midjourney.com/home/), or a similar text-to-image AI tool to create an image of your persona.

*(This assignment was inspired by Christina Kalberg’s ProfCon 2023 presentation)*