



## ChatGPT Assignment

**Assignment Overview:** This is intended to be an individual assignment. ChatGPT has taken the world by storm but a big concern is its impact on education, authorship, and the potential “dumbing down” of students and professionals alike.

OpenAI launched its generative Artificial Intelligence (AI) chatbot service, *ChatGPT* in November, 2022 and its website receives approximately 13 million visitors per day. From ecstatic user reviews to concerns about copyright, originality, and legitimacy, nearly everyone has an opinion on how AI will impact search queries, papers, articles, as well as works of art including music and images.

For this assignment, you are expected to read the courseware update in *Chapter 9, Communications, Section 11* and do some external web research to sufficiently answer the questions below under “Assignment Deliverables,” which is a word document.

### Background: ChatGPT Video **12:52**

Watch this video to gain a good background on ChatGPT and the immediate impact it is making.

<https://www.youtube.com/watch?v=pOmpqdlVCoo>

### Case Questions to Ponder

- What do I want to know that ChatGPT might be able to help me with?
- What queries should I enter?
- What additional information can be “fed” into ChatGPT for more detailed answers?
- Based on the responses, are they detailed enough? Would the responses be good enough to use as is?
- What is your opinion on submitting work that was derived from generative AI? Should it be cited as a “source” in papers and articles?

**Assignment Deliverable:** Complete the following:

Submit the questions below or your own questions to ChatGPT. Copy and paste both the questions and answers into a Word document, Google doc, etc. to submit as an assignment.

- 1 Visit this website: <https://openai.com/blog/chatgpt/>
- 2 Click the “TRY CHATGPT” button
- 3 Create a free account if you do not already have one
- 4 Enter a query on a business you are interested in (could be a well-known brand or perhaps a type of business you are interested in starting) that could serve as the subject of a marketing plan or paper
- 5 Enter your queries and copy and paste the answers (along with your questions) into your word document. Some example questions include:
  - “How can I use ChatGPT for marketing? ”
  - “Can ChatGPT write a marketing plan on ‘\_\_\_\_\_’? ”
  - “Can ChatGPT give me ideas for marketing ‘\_\_\_\_\_’? ”
  - “Competitive analysis for sport shoe market in the US”
  - “What are the personas of ‘\_\_\_\_\_’ shoe buyers in the US?”
- 6 After the initial round of questions and answers, enter specific information on the subject to help ChatGPT “learn” more, which will help it provide more detailed responses.
  - For example, for marketing plan info on Apple, enter information about Apple’s sales, market share, profitability, competitors, etc. The more info ChatGPT has to learn from, the more detailed the response.
- 7 Capture the revised questions and answers in your document.
- 8 Compare and contrast ChatGPT with what you would write—what are the benefits of your personal beliefs and experiences in writing a plan or paper?