Syllabus

Using Microsoft Artificial Intelligence for Marketing & Communication

Duration: 6,00 hrs, 1,00 day(s)

Target Audience:

Direction, Student, Middle Manager, Operational employee, Top Manager, HR, Worker, Individual, Designer, Marketing Officer, IT, Anyone

Objectives:

By the end of this course, participants will be able to use ChatGPT, Claude and Microsoft Copilot to create and adapt marketing content, support campaign planning, generate creative ideas and gain valuable insights from customer and market information while maintaining brand consistency and professional standards.

Prerequisite:

Good knowledge of Office applications.

Methodologies:

Choose from our training methodologies :

- Face to Face Session (Seminar)
- 1-TO-1 Coaching

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Content:

Module 1: Understanding Artificial Intelligence in the Workplace

- What AI can (and cannot) do for marketing teams
- Overview of ChatGPT, Microsoft Copilot and Claude
- Choosing the right tool for the right task
- AI, data privacy and confidentiality at work

Module 2: Prompting Essentials

- Writing clear and effective prompts
- Giving context, role and output format to the AI
- Refining results through follow-up prompts
- Building a reusable prompt library for marketing teams

Module 3: Content Creation & Marketing Communication

- Creating content for social media, newsletters and marketing campaigns
- Adapting messages for different audiences and communication channels
- Repurposing existing content to maximise reach and impact
- Maintaining a consistent brand voice across communications
- Generating creative ideas and campaign concepts
- Translating and adapting content for different audiences

Module 4: Campaign Planning & Audience Insights

- Content Creation & Marketing Communication
- Creating content for social media, newsletters and marketing campaigns
- Adapting messages for different audiences and communication channels
- Repurposing existing content to maximise reach and impact
- Maintaining a consistent brand voice across communications
- Generating creative ideas and campaign concepts
- Translating and adapting content for different audiences

Module 5: Responsible Use and Action Plan

- Originality, plagiarism and intellectual property
- Being transparent about AI-generated content
- Protecting customer data in marketing workflows
- Verifying and fact-checking AI outputs