

# Robot Rumors: Should I Be Worried?

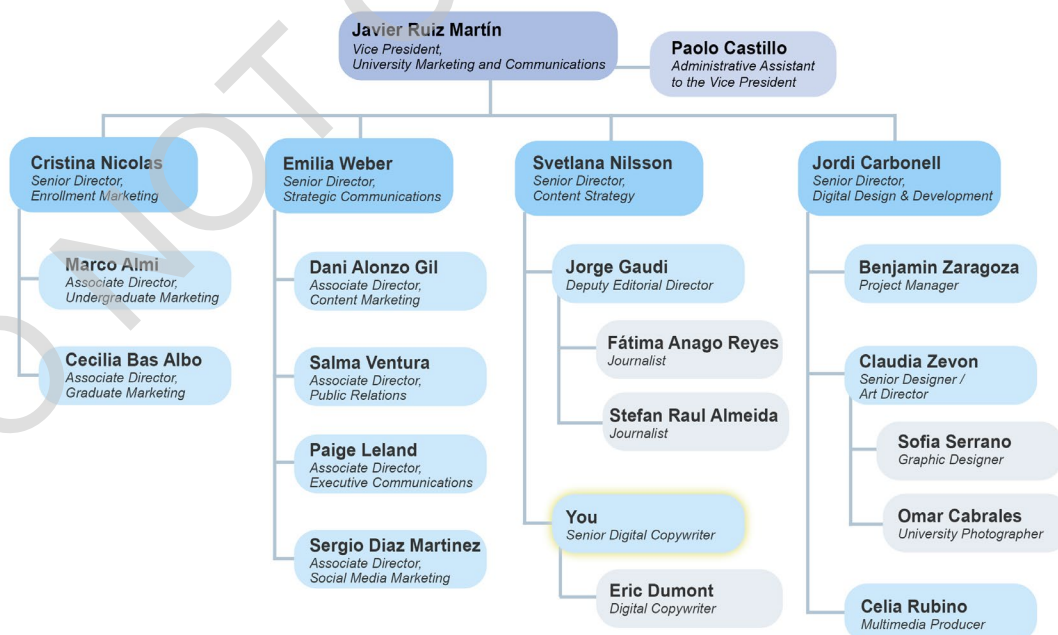


## The Scenario

It's 10:00 a.m., and you've just logged on to a Zoom call with about 20 of your marketing and communications colleagues at Iberian Institute of Technology (see **Exhibit 1**). Your boss's boss, Javier Ruiz Martín, is the vice president of university marketing and communications, and in today's meeting he'll be showing the team the latest design mock-ups for your school's long-awaited new website. As the team's senior digital copywriter, you're eager to see what's in store.

### Exhibit 1: IIT Marketing and Communications Team's Structure and Charter

*The Office of Marketing and Communications manages all of Iberian Institute of Technology's external communications. We let the world know about IIT, and we connect our community.*



Martín was hired four months ago, brought in by IIT senior leadership specifically for his experience with website design and rebranding efforts. The higher education field is new to him; his background includes almost 20 years working for a digital marketing consultancy where his biggest clients had been large consumer products brands—fashion retailers, car manufacturers, and tech firms.

Martín kicks off the meeting with some exciting statements about the Iberian website's "fresh new look" and "user-friendly navigation" before announcing he'll share his screen for a demo. Martín bumbles with the screen share, saying that he's having a little trouble with Zoom because of his new second monitor.

As soon as his screen appears, though, you don't see website mockups—instead, you see his web browser open to an article titled ["20% of European Tech Firms to Cut Jobs Due to ChatGPT: Marketing and PR Jobs Are Most at Risk"](#) from *AI Business*.

## Fast Facts: Iberian Institute of Technology

- **University type:** Private research university
- **Location:** Málaga, Spain
- **Enrollment:** 3,500 undergraduate students (down 2% from prior year), 750 graduate students (down 4% from prior year)
- **Top majors:** Data analytics, computer science, engineering management

## The Conversation

Your instant message feed starts blowing up:

**Claudia:** I don't think he realizes that we're not seeing the designs.

**You:** Do you think we should interrupt and tell him we're seeing the wrong screen?

**Dani:** Wait, why is he reading an article about cutting jobs due to ChatGPT?

**Marco:** That subtitle scares me...marketing jobs are most at risk? Should we start putting our CVs together?

**Claudia:** I mean, I've been experimenting with generative AI a lot, and you know what? The results are pretty amazing. I just didn't think it would all happen so fast.

**Dani:** I'm going to say something. This is really stressing me out.

Dani Alonzo Gil, the associate director of content marketing, comes off mute and clears their throat: “Excuse me, Javier, I think we’re seeing the wrong screen. We’re seeing an article about jobs being eliminated because of ChatGPT. Do you have something else to tell us?”

## The Ask

1. What do you think Javier Ruiz Martín should do to handle the situation?
2. As the senior digital copywriter, what’s your next course of action?

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