Google Prompting Essentials

Ready to get more out of AI? Google Prompting Essentials will teach you how to design prompts that work in 5 easy steps. Learn how AI can help you save time when tackling complex tasks, analyzing data, and summarizing information.

Get started

Unlock AI's potential with effective prompts

Designed by experts at Google, Prompting Essentials shows you easy-to-understand methods for developing more effective AI prompts.

is the average number of words in a successful prompt. Data shows user prompts are often shorter, containing 9 words or less.[1]

"This course is a must for anyone looking to maximize the potential of AI. It teaches you how to craft prompts that generate outputs which truly resonate with your needs."

CHRISTIAN W.
Google Prompting Essentials graduate

What's in store

In this online course, you'll discover 5 easy steps to effective prompt writing that will work with different AI tools and models.
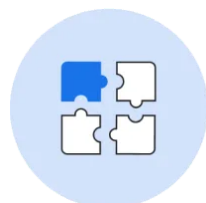
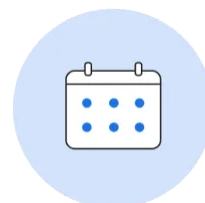**No experience required**

All skill levels welcome

<6 hours to complete

Learn at your own pace

4 modules

Flexible schedule

Grow with Google

COURSE

Prompting Essentials

Streamline Work

Discover how to create content, analyze data, and sum up information faster with strong AI prompt design.

Level Up

Dive into advanced techniques like prompt chaining and multimodal prompting.

Stay Prepared

Build a library of reusable AI prompts that you can rely on to speed through future tasks.

Module breakdown

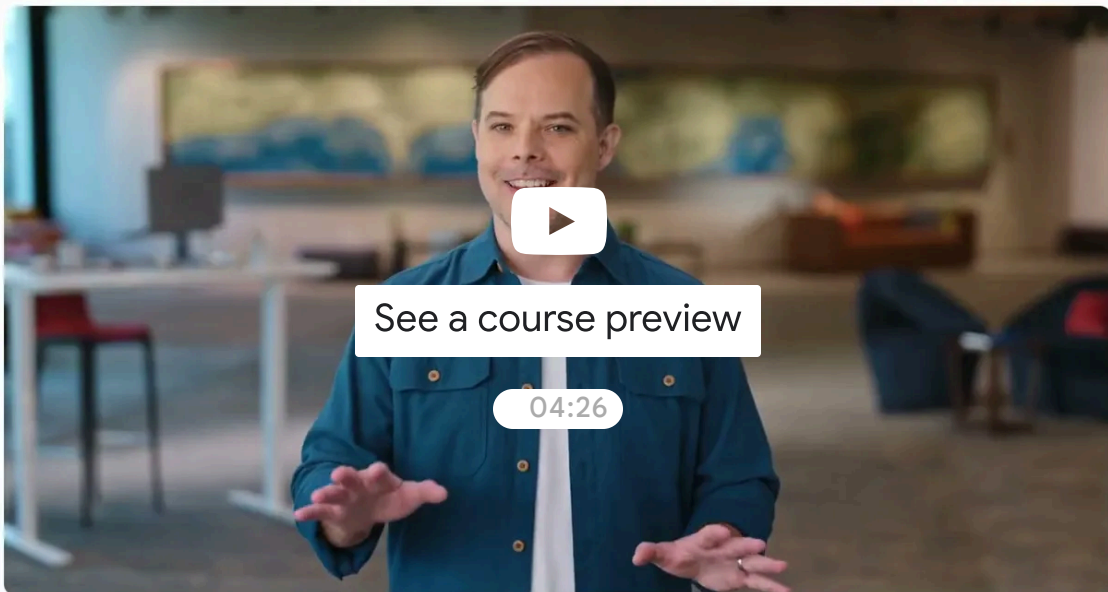MODULE 1   Start writing prompts like a pro

Grow with Google

| MODULE 3 | Speed up data analysis and presentation building |
| MODULE 4 | Use AI as a creative or expert partner |

View full module details ⎘

See a course preview

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Throughout the course, you'll build a library of reusable prompts, so the next time that you need a little help from AI, you're not prompting from scratch. And you'll get a certificate from Google that you can share with your professional network.

Earn a certificate

After completing the course, you can add your Google Prompting Essentials Certificate to your resume and professional profile.

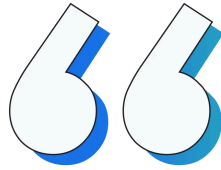## Get hands-on experience

You can put your new prompting skills to use right away, even if you have little to no previous experience with AI.

Hear from our graduates

"I feel much more confident in my ability to leverage generative AI tools effectively and responsibly. The hands-on activities and real-world examples were particularly helpful in solidifying my understanding."

SUSAN B.
Google Prompting Essentials graduate

"I don't think a day goes by without incorporating what I learned. I love being able to prompt [AI] to write a simple introduction or suggest improvements to awkward sentences. It also helps with organizing information and brainstorming ideas."

CAROLINE G.
Google Prompting Essentials graduate

"The course is very easy to follow with short video segments reinforced by readings and hands-on-activities. It includes enough depth to keep technical people interested, yet remains light enough for anyone using AI to understand, as well."
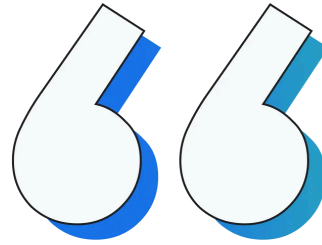
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Keep learning with these related programs

Modernize your skillset and quickly learn the ins and outs of AI. Discover how to use generative AI to speed up daily tasks and inspire new ideas.

View course

Google Career Certificates

Our flexible online training programs are designed to put you on the fast-track to careers in high-paying fields and to keep you up-to-date with the latest tools and technologies, such as generative AI.

View all programs

Frequently asked questions

Expand all ⌄

Prompting is the process of giving instructions to a gen AI tool to receive new information or to achieve a desired outcome on a task. Each input is called a "prompt." Some gen AI tools generate text or images, while others generate video, audio, or even code.

Why should I learn how to prompt?

Prompting — or giving AI instructions — is the key to unlocking more of AI's benefits. In this course, you'll learn prompt design in 5 easy steps, which can help you save time and simplify complex tasks. Moreover, learning AI prompting can give you a competitive advantage as AI skills are applicable across various industries.

Why enroll in Google Prompting Essentials?

Who is Google Prompting Essentials for?

It's for anyone. Whether you're interested in using AI for the first time or have used AI before, this course will help you save time

What prompting techniques does this course teach? ⌃

In the course, you'll learn several prompting techniques that can be used with any gen AI tool or model. These techniques include:

- The 5 step prompting framework
- 4 key iteration methods
- Text-to-text and text-to-image prompting
- Multimodal prompting
- Few shot prompting
- Prompt chaining

You'll engage in a series of hands-on activities, readings, quizzes, and educational videos taught by AI experts at Google that deepen your understanding of these techniques, which will help you to effectively prompt AI and make AI work for you. You'll also gain access to bonus interview content with industry leaders from Google.

Does the course teach about meta-prompting and power-up ⌃ strategies?

Yes, Google Prompting Essentials teaches meta-prompting. With meta-prompting, you can enlist gen AI's help to design an

called power-up strategies. These strategies are covered in
Module 4 of the course.

Who designed Google Prompting Essentials?

The course was designed by AI experts at Google, who are
working to make the technology helpful for everyone.

What AI tools will I learn about in Google Prompting
Essentials?

In this course, we'll demonstrate how to prompt design using
Gemini and other Google AI tools, like Gemini for Google
Workspace and Google AI Studio. However, all of the prompting
techniques and best practices you'll learn in this course can be
applied across any gen AI tool or model of your choice.

What's the difference between Google AI Essentials and
Google Prompting Essentials?

requirements, but both courses have a distinct focus.

Google AI Essentials teaches foundational AI concepts and definitions, and discusses common AI use cases for both individuals and organizations. Google Prompting Essentials focuses on teaching individuals how to effectively instruct AI by following 5 easy steps to build effective prompts that make AI work for them.

Is this course teaching me how to become a prompt engineer?

No, this course does not prepare you for a job as a prompt engineer. While Prompting Essentials will teach you the basics of prompt design as well as some advanced prompting techniques, it does not prepare you for a dedicated role as a prompt engineer. However, this course teaches AI prompting skills that are applicable to many jobs across different industries.

How can I be sure Google Prompting Essentials will teach the latest AI skills?

content regularly to make sure it stays relevant.

Where can I access Google Prompting Essentials?

Google Prompting Essentials is now available on Google Career Skills and Coursera.

How much does Google Prompting Essentials cost?

Google Prompting Essentials is available for $49 per month after an initial 7-day trial period. Once you purchase the course, you'll have access to all course materials, including activities, readings, and graded assessments. When you complete the course, you'll receive a certificate from Google to share with your network and employer.

Is financial assistance available?

You may be eligible for financial aid for Google Prompting Essentials through Coursera. You can access financial aid

to earn a certificate. To apply, go to the course page on Coursera, and click the "Financial aid available" link next to the "Enroll" button.

How long does the course take to complete? ⌃

The course takes less than 6 hours to complete.

What are the prerequisites or recommended experience levels for taking this course? ⌃

This course does not have any prerequisites, and you don't need any prior AI prompting experience to get started. This course is designed for beginners.

Are there any opportunities for hands-on practice or application of the concepts learned in the course? ⌃

Throughout the course, you will complete practical, hands-on activities, which will help you develop key prompting skills you

at work. Examples include generating emails and uncovering patterns from data with the help of AI. As you complete the activities, you can save your prompts, and build a library that you can use again and again, so the next time you need a little help from AI, you're not prompting from scratch.

What will I get when I complete the course?

As you progress through the course, you'll build a library of prompts that you can reuse the next time you need a little help from AI. You'll also receive a course summary with key takeaways to help you keep these newfound skills top of mind and easy to access. And once you complete the course, you'll earn a certificate from Google that demonstrates your competency in prompting and ability to effectively use AI to current and future employers.

How are Google Career Essentials different from Google Career Certificates?

Google Career Essentials help you build in-demand skills to grow your career in under 6 hours. Whether you're looking to add a skill to your resume, apply a new skill to uplevel your work, or simply learn something new, the course will help you quickly gain valuable competencies. At the end, you'll earn a certificate from

In contrast, Google Career Certificates prepare you for entry-level jobs in specific career fields like Cybersecurity, Data Analytics, Project Management, IT Support and others. They take about three to six months to complete. At the end, you'll unlock job search support including 1-on-1 career coaching, an exclusive job board with 150+ employers, and more.

View less

[1]Based on Workspace Labs program data. Prompting Guide 101 Gemini for Google Workspace (April 2024)

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