# Course Outline

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| **Course title: Prompt Engineering for Marketing** | **Instructor name: Jun Albert Pardillo** |
| **Credit units: 3** | **Total hours: 18** |

## Course Description:

"Prompt Engineering for Marketing" is a dynamic course designed for 1st Year Marketing Students aiming to master the art of crafting compelling marketing messages. Students will delve into the psychology of consumer behavior, learn to create impactful content, and explore various techniques to engage target audiences effectively. Through hands-on exercises and case studies, participants will develop skills in writing persuasive copy, designing attention-grabbing visuals, and utilizing digital tools for optimal marketing outcomes. This course equips students with the essential tools to excel in the competitive world of marketing by honing their ability to generate innovative and engaging marketing prompts.

## Course Learning Outcomes (CLOs)

By the end of this course, students will be able to:

* CLO 1: Understand the psychological principles that influence consumer behavior.
* CLO 2: Create compelling marketing messages tailored to specific target audiences.
* CLO 3: Write persuasive copy that effectively communicates marketing objectives.
* CLO 4: Design attention-grabbing visuals to enhance marketing campaigns.
* CLO 5: Utilize digital tools to optimize marketing outcomes.

## Topics / Modules and Intended Learning Outcomes

1. Topic 1: Consumer Behavior Psychology in Marketing

* ILO 1.1: Explain key psychological principles that influence consumer behavior.
* ILO 1.2: Analyze the impact of psychological factors on consumer decision-making processes.

1. Topic 2: Crafting Compelling Marketing Messages

* ILO 2.1: Identify the elements of a compelling marketing message.
* ILO 2.2: Develop marketing messages that align with brand strategy and target audience needs.

1. Topic 3: Writing Persuasive Copy in Marketing

* ILO 3.1: Understand the principles of persuasive writing in marketing.
* ILO 3.2: Write effective and persuasive marketing copy for various platforms.

1. Topic 4: Designing Attention-Grabbing Visuals for Marketing

* ILO 4.1: Identify the key elements of effective visual design in marketing.
* ILO 4.2: Create visual content that captures audience attention and supports marketing messages.

1. Topic 5: Utilizing Digital Tools for Marketing Outcomes

* ILO 5.1: Identify digital tools that enhance marketing efforts.
* ILO 5.2: Apply digital tools to create and optimize marketing campaigns.

## Weekly Activities

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| **Week No.** | **Topic** | **Activity Description** | **Expected Output** | **Assessment Tools** |
| Week 1 | **Introduction to Prompt Engineering for Marketing** | Introduction to course objectives, structure, and expectations. Brief overview of marketing fundamentals and prompt engineering. | Participation in introductory discussions. | Attendance and participation. |
| Week 2 | **Key Psychological Principles** | Lecture on fundamental psychological principles influencing consumer behavior. | Short reflection essay on how these principles can be applied in marketing. | Reflection essay rubric. |
| Week 3 | **Psychological Factors in Decision-Making** | Case study analysis of consumer decision-making processes. | Group presentation on case study findings. | Presentation rubric. |
| Week 4 | **Elements of a Compelling Marketing Message** | Interactive workshop on identifying elements of effective marketing messages. | Creation of a sample marketing message. | Peer review and instructor feedback. |
| Week 5 | **Aligning Messages with Brand Strategy** | Group activity to develop marketing messages aligned with a given brand strategy. | Group submission of marketing message drafts. | Group work rubric. |
| Week 6 | **Principles of Persuasive Writing** | Lecture and examples of persuasive writing techniques. | Short persuasive copy for a hypothetical product. | Writing rubric. |
| Week 7 | **Writing for Different Platforms** | Workshop on adapting persuasive copy for various platforms (social media, email, blogs). | Platform-specific persuasive copy samples. | Platform-specific writing rubric. |
| Week 8 | **Key Elements of Visual Design** | Lecture on visual design principles and their impact on marketing. | Visual design analysis of existing marketing materials. | Analysis report rubric. |
| Week 9 | **Creating Visual Content** | Hands-on activity to create visual content using design tools. | Submission of a designed visual marketing piece. | Design rubric. |
| Week 10 | **Identifying Digital Tools** | Lecture and demonstration of various digital marketing tools. | Tool comparison chart. | Chart rubric. |
| Week 11 | **Applying Digital Tools** | Workshop on using digital tools to create and optimize marketing campaigns. | Draft of a digital marketing campaign. | Campaign draft rubric. |
| Week 12 | **Synthesizing Knowledge** | Group project to integrate learned concepts into a comprehensive marketing plan. | Group marketing plan. | Marketing plan rubric. |
| Week 13 | **Real-World Applications** | Analysis of successful marketing campaigns. | Case study report. | Report rubric. |
| Week 14 | **Ethical Considerations** | Discussion on ethical issues in marketing and prompt engineering. | Written reflection on ethical considerations. | Reflection rubric. |
| Week 15 | **Revisiting Key Concepts** | Review session and Q&A on core topics covered. | Participation in review activities. | Participation. |
| Week 16 | **Project Development** | Workshop for final project development with instructor feedback. | Draft of final project. | Draft feedback. |
| Week 17 | **Project Presentation** | Presentation of final projects to the class. | Final project presentation. | Presentation rubric. |
| Week 18 | **Course Conclusion** | Course wrap-up, feedback session, and discussion of next steps. | Course feedback form and participation. | Feedback form and participation. |

## References

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