

ChatGPT AI Mastery Course – Full Syllabus

Course Objective

This course aims to transform learners from casual users into power users of ChatGPT and its ecosystem. You will learn how to:

- Use all core ChatGPT tools (Canvas, My GPTs, Tasks, Memory)
- Build custom GPT agents for automation
- Integrate ChatGPT with external AI tools like MidJourney, Runway ML, Notion AI
- Apply prompt engineering, automation, and AI thinking across professions

Course Structure: 8 Modules

Module 1: Getting Started with ChatGPT

- Understand the capabilities of ChatGPT Free vs Plus
- Tour the interface: chat memory, settings, plugin store, My GPTs
- Use ChatGPT for writing, brainstorming, summarizing, translating

Module 2: Prompt Engineering Mastery

- Master zero-shot, few-shot, and chain-of-thought prompts
- Write clear, directive prompts for precision output
- Use prompt chaining and role prompting for complex workflows
- Reading: Prompt Programming for LLMs (Reynolds et al., 2021)
- Reading: Chain of Thought Prompting (Wei et al., 2022)

Module 3: Automation with My GPTs

- Create and deploy your own GPTs using OpenAI's GPT Builder
- Add custom instructions, API keys, file tools, and memory
- Automate business operations using your My GPTs
- Reading: OpenAI Custom GPT Builder Guide

Module 4: ChatGPT Canvas & Tools

- Use Canvas for mind-mapping and project scoping
- Track goals and subtasks using the Tasks feature
- Work with memory and context for longer workflows

Module 5: AI Integration & Workflows

- Combine ChatGPT with MidJourney, Runway ML, Notion AI, and Zapier

- • Reading: Generative AI in Creative Workflows (Kreps et al., 2023)

Module 6: AI in Marketing & Sales

- • Plan, write, and deploy marketing campaigns using AI
- • Create email sequences, landing pages, ad copy
- • Use ChatGPT to support CRM tasks and sales conversations

Module 7: Extreme Automation Challenge

- • Build and test a full business automation using GPT + Zapier
- • Use GPT for lead gen, proposal writing, onboarding
- • Learn to measure ROI of your automation workflows
- • Reading: Stochastic Parrots (Bender et al., 2021)
- • Reading: Public AI Audits (Raji & Buolamwini, 2019)

Module 8: AI as Personal Assistant

- • Use ChatGPT to manage calendars, reports, summaries
- • Train GPTs to match your tone and context
- • Ensure privacy, compliance, and ethical use in personal workflows



Capstone Project

Create a fully functional automation system using ChatGPT and tools of your choice, such as:

- Custom GPT agent
- Integrated marketing funnel
- Sales pipeline automation
- Personal productivity assistant



Learning Outcomes

- ✓ Master ChatGPT tools beyond basic chat
- ✓ Build and deploy your own GPTs
- ✓ Integrate with other AI tools for creative and business use
- ✓ Automate real tasks and measure time/cost savings
- ✓ Apply prompt engineering with real-world impact