**Course Outline – Prompt Engineering**

## **Overview**

The program is focussed towards Prompt Engineering and how we can develop and optimize prompts to efficiently use several LLM’s for Content Development.

## **Pre-requisites**

Participants should have an experience in Content Development.

## **Duration**

3 days

### **Program Corollary**

An experienced instructor will share relevant theoretical and hands-on knowledge on Prompt Engineering, that includes understanding about Generative AI, how prompts can generate useful output and techniques around it from a Creative Content Development perspective.

## **COURSEOUTLINE**

1. **Introduction** 
   * Overview of Generative AI and LLM
   * Traditional weak AI v/s strong AI
   * Various LLM tools (ChatGPT, Bard, T5, others)
   * What are prompts?
   * What is prompt engineering?
2. **Use Cases and Emerging Industries Overview**
   * LLM for social media marketing
   * Copywriting & content creation
   * Personal upgradation use cases
   * Data & market research
   * Email & messaging
   * Code generation
   * Website building
   * Search results & summarisation
   * Questions generation through context
3. **Understanding Prompts**
   * Incorrectly used prompts
   * Challenges in using prompts
   * Chain of thoughts prompts
   * No training prompts
   * Context based prompting
   * Role based prompting
4. **Techniques of Prompting**
   * Formatting prompts
   * Placeholder in prompting
   * Prompt analysis techniques
   * Improvement plans
5. **Domain Specific Prompts- Education**
   * Generating MCQ (with & without answers)
   * Summarising the learning materials
   * Text translation & transliteration
6. **Domain Specific Prompts- Creative Writing** 
   * Email Marketing Content
   * Article and Blog Writing
   * Guest Posting for SEO(Filled with keywords)
   * Excel Based Formatting
   * Key Titles, Headlines and Catch Phrase
   * Resume and Cover Letter
7. **Domain Specific Prompts- Social Media**
   * YouTube oriented prompts
   * LinkedIn Articles & posts
   * Short tweets on a domain
   * Meme content & comic posts
8. **Miscellaneous** 
   * Case Studies
   * Best Practices
   * Ethical Considerations
   * Updates and Notifications