Smart learning plan (training)

Dear Oksana,

These recommendations are designed to support your preparation for module 3.

Learning objectives

1. **Understand AI's role in compliance and legal issues**: Learn how AI can help you navigate local regulations for your online business, especially in the fashion industry.
2. **Assess AI tools for content creation**: Explore various AI tools that can assist you in creating marketing materials for your handmade accessories.
3. **Utilize structured prompts for business impact**: Develop skills in crafting effective prompts that can generate valuable insights and content for your business.
4. **Create a custom GPT for your business needs**: Build a tailored AI model that can assist you in generating ideas, marketing content, and customer engagement strategies.

Assignments

AI Compliance Research: Use an AI tool (like ChatGPT) to research local regulations for e-commerce in Estonia. Create a brief report summarizing key legal requirements for starting your online store. Include the prompts you used to gather this information.

Marketing Material Creation: Choose an AI content creation tool (such as Canva with AI features) to design a promotional post for your handmade accessories. Create a social media post that highlights your products and includes a catchy caption. Document the process and the prompts you used to generate ideas.

Structured Prompt Development: Create a list of structured prompts that you can use with AI tools to generate customer personas for your target audience. Test these prompts with an AI tool and refine them based on the output. Share your findings and how these personas can inform your marketing strategy.

Custom GPT Development: Use a platform like OpenAI to create a custom GPT that can help you brainstorm new accessory designs or marketing strategies. Document the setup process, including the system prompt and knowledge base you used, and reflect on how this tool can support your business planning.

We hope these recommendations will help you prepare for module 3. If you have any questions, please contact your teachers.