Practice Activity: Prompt Refinement

Overview

You are a **Marketing Manager** looking for your next big opportunity. You've just found your **dream role** at a fast-growing **tech startup** that aligns perfectly with your skills and career goals.

You have **strong digital marketing expertise**, a proven track record in **campaign management**, and solid **leadership experience**. The company values **creativity, data-driven strategies, and growth-focused marketing**, making it a perfect fit.

Now, you need to craft a compelling **job application email** that will catch the hiring manager's attention.

Your Task:

We will give you a **poorly written AI prompt** for generating this email. Your challenge is to **refine the prompt** using the key principles of effective prompt engineering:

- **Clarity** – Clearly state the request
- **Specificity** – Define key details (role, industry, skills)
- **Context** – Provide relevant background (company type, tone)
- **Length** – Keep the response focused

Given Prompt: "Write a job application email." **(Refined prompt solution on next page)**

Steps

1. **Generate response of the poorly written prompt:** Using ChatGPT, generate the response for the poorly written prompt and save it for later comparison.

2. **Refine the prompt:** Refine the prompt by adding clarity, specificity, context and length, also identify which portion of the prompt contributes which of these

3. **Compare responses for the two prompts:** Compare the quality of the response generated by the two prompts

Solution

Refined prompt:

"Write a concise, professional job application email for a Marketing Manager role at a tech startup. Highlight expertise in digital marketing, campaign management, and leadership. Emphasize my prior experience in devising data-driven engagement strategies and team leadership. Keep it under 150 words with a strong call to action, addressing a hiring manager at a growing, innovative tech company."

Clarity	Write a concise, professional job application email for a Marketing Manager role at a tech startup	● Direct and specific about what is needed. ● The tone and intent (professional, concise) are defined.
Specificity	Highlight expertise in digital marketing, campaign management, and leadership. Emphasize my prior experience in devising data-driven engagement strategies and team leadership.	● Lists the exact skills and experience to be included. ● Ensures the AI focuses on relevant qualifications.
Context	addressing a hiring manager at a growing, innovative tech company.	● Ensures the response aligns with the company type and its expectations. ● Helps the AI shape the tone and content accordingly.
Length	Keep it under 150 words with a strong call to action	● Ensures the output is concise and impactful. ● Directs AI to e brief while including essential details.