**The Art of Prompt Engineering for ChatGPT**

**(1 Day)**

* Welcome to the World of AI
* Types of AI
* What is Generative AI
* Introduction to Large Language Models
* Prompt Engineering – the Gen AI Language
  + What is a Prompt?
  + Intuition Behind Prompts
  + Everyone Can Program with Prompts
  + Prompt Patterns
  + The Persona Pattern
  + Prompt Size Limitations
  + Prompts are a Tool for Repeated Use
  + Root Prompts
  + Prompt formats
  + Standard prompts
  + Zero, one and few shot prompting.
  + Text generation prompts
  + Image generation prompts
* Understanding ChatGPT
  + Create your ChatGPT account
  + ChatGPT capabilities and limitations
  + Explore types of ChatGPT prompts
* Deep Dive into ChatGPT
  + Customizing ChatGPT
  + ChatGPT Plus
  + Regeneration of prompts
* Tips and Tricks

**Advanced Course on Mastering Prompt Engineering for Generative AI**

**(ChatGPT, GPT4, MidJourney, Bard, DallE)**

**(3 Days)**

* **Introduction**
  + Welcome to the World of AI
  + Types of AI
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* **Prompt Engineering – the Gen AI Language**
  + What is a Prompt?
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  + Everyone Can Program with Prompts
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* **Prompt patterns**
  + Question Refinement Pattern
  + Cognitive Verifier Pattern
  + Audience Persona Pattern
  + Flipped Interaction Pattern
* **Prompt patterns 2**
  + Game Play Pattern
  + Template Pattern
  + Meta Language Creation Pattern
  + Recipe Pattern
  + Alternative Approaches Pattern
* **Prompt patterns 3**
  + Ask for Input Pattern
  + Combining Patterns
  + Outline Expansion Pattern
  + Menu Actions Pattern
  + Fact Check List Pattern
  + Tail Generation Pattern
  + Semantic Filter Pattern
* **Combining Prompts**
* **Prompt Modifiers**
* **Use of Magic Words**
* **ChatGPT and GPT 4**
  + Understanding ChatGPT
  + Deep Dive into ChatGPT
    - Create your ChatGPT account
    - Familiarise yourself with ChatGPT capabilities and limitations
    - Explore types of ChatGPT prompts
    - Prepare ChatGPT for a market research project
    - Output information relevant to the market research project
    - Use prompts to ask follow us questions to gather more information
    - Compile your findings into a final report outside of ChatGPT
* **Advanced** 
  + Bing Chat
  + Google Bard
  + Midjourney
  + Dall E
  + Jasper
  + WordTune
  + NVIDIA

References

[Prompt Engineering for ChatGPT | Coursera](https://www.coursera.org/learn/prompt-engineering?#syllabus)

[Introduction to Large Language Models | Coursera](https://www.coursera.org/learn/introduction-to-large-language-models#syllabus)

[ChatGPT for Beginners: Using AI For Market Research (coursera.org)](https://www.coursera.org/projects/chat-gpt-for-beginners-using-ai-for-market-research)