

Prompt Engineering for AI Text Generation Course

Course Duration: 4 Hrs.

Course Code: GenAI-PRES-110

Course Overview

The **Prompt Engineering for AI Text Generation** course is designed to help professionals effectively interact with AI language models to generate high-quality, accurate, and context-aware text. This course focuses on crafting, refining, and optimizing prompts to achieve desired outcomes for business, marketing, technical, and creative use cases. Participants will learn practical prompt engineering techniques, common pitfalls, and best practices to maximize the value of AI text generation tools.

What You'll Learn?

By completing this course, you will be able to:

- Understand how AI text generation models work
- Design effective prompts for different objectives
- Use prompt structures for clarity and accuracy
- Improve output quality through iterative prompting
- Apply role-based, context-based, and constraint-based prompts
- Avoid hallucinations and reduce bias in AI outputs
- Apply prompt engineering in real-world business scenarios

Target Audience

This course is ideal for:

- Business and Marketing Professionals
- Content Creators and Writers

- Product Managers and Analysts
- Developers and Technical Professionals
- Educators, Trainers, and Consultants

Pre-Requisites

Participants should have:

- Basic computer and internet skills
- Familiarity with written communication
- No programming or AI background required

Course Content

Module 1: Introduction to AI Text Generation

- What is AI text generation?
- Capabilities and limitations of language models
- Common use cases across industries

Module 2: Fundamentals of Prompt Engineering

- What makes a good prompt?
- Prompt components and structure
- Clarity, context, and constraints

Module 3: Prompting Techniques and Patterns

- Zero-shot, few-shot, and role-based prompts
- Instructional and conversational prompting
- Formatting and style control

Module 4: Refining and Optimizing Outputs

- Iterative prompting techniques
- Reducing hallucinations and errors
- Managing tone, length, and complexity

Module 5: Advanced Prompting for Business Use Cases

- Content creation and marketing prompts
- Research, summarization, and analysis prompts
- Productivity and automation use cases

Module 6: Ethics, Best Practices, and Practical Exercises

- Ethical considerations in AI-generated text
- Responsible AI usage guidelines
- Hands-on prompt engineering exercises