

AI Essentials Curriculum

AI Essentials is a comprehensive self-paced online course that gives marketing professionals the **foundational knowledge** and **strategic frameworks** to confidently understand, evaluate, and apply AI in their work.

Rooted in clear explanations and practical marketing applications, this program **builds AI literacy** through engaging lessons, interactive knowledge checks, and real-world examples—**no technical background required**.

Who's this course for?

- Marketers who feel overwhelmed or intimidated by AI hype
- Professionals who need conceptual understanding before diving into specific tools
- Teams preparing for organizational AI adoption who need a common framework
- Career-focused individuals building future-proof skills for the AI era
- Marketing leaders who need to make informed AI investment decisions

What tangible skills will you learn?

- Clear understanding of AI vs. generative AI and their applications in marketing
- Strategic frameworks for evaluating when and how to use AI in your workflows
- Confident articulation of AI concepts to position yourself as a leader
- Career-building AI fluency that gives you a competitive advantage

We are proud to educate the best companies in the world.



What's Inside the Course

Lesson 1: Introduction to AI

Key Concepts

- Defining Artificial Intelligence vs. Generative AI with precision and clarity
- Tracing AI evolution from 1956 to today's breakthrough moment
- Understanding why generative AI adoption has been unprecedented
- Recognizing the economic impact predicted for AI

Interactive Activities

- Knowledge checks, testing your understanding of AI fundamentals
- Drag-and-drop exercises distinguishing AI from GenAI use cases

Lesson 2: A Closer Look at GenAI

Key Concepts

- Understanding the breakthrough technologies that made generative AI possible
- Exploring how large language models work (simplified for non-technical audiences)
- Analyzing why ChatGPT achieved 100 million users faster than any technology in history
- Recognizing patterns vs. creation: How AI analyzes data and GenAI creates content

Interactive Activities

- Animated explainer video walking through each phase of how GenAI works
- Drag-and-drop sequencing exercise: put the GenAI process steps in the right order
- True/False knowledge check on how GenAI creates responses

Lesson 3: GenAI Superpowers and Pitfalls

Key Concepts

- Identifying the four core “superpowers” of AI: Reading, Writing, Analyzing, and Thinking
- Understanding how AI amplifies productivity and creativity when paired with human judgment
- Recognizing common AI pitfalls: Hallucinations, Bias, Sycophancy, and Context Blindness
- Applying best practices to verify AI outputs and maintain accuracy and inclusivity
- Using the AI Safety Light framework to decide what level of human involvement needs to be incorporated into different types of tasks

Interactive Activities

- Drag-and-drop quizzes identifying which AI use-case you’ve used in the past
- Multiple-choice activity match workplace examples to the correct AI pitfall
- Interactive “Traffic Light” categorization activity: decide which tasks fall into Green, Yellow, or Red zones

Lesson 4: Get The Most Out of GenAI

Key Concepts

- Learning why strong prompts are essential for high-quality AI results
- Applying the CRAFT method to write effective prompts: Context, Role, Ask, Format, Template
- Understanding how each CRAFT element improves clarity, tone, and relevance in AI responses
- Using iteration techniques to refine AI outputs — revisit, break down, or reframe your prompt
- Recognizing the value of collaboration with AI: treat it as a creative partner, not a replacement

Interactive Activities

- Guided walkthrough of a weak prompt transformed using the CRAFT framework
- Hands-on exercise: build your own CRAFT prompt for a social media post or marketing example
- Matching activity: connect iteration strategies to real-world scenarios

Course Resources

- 1 hour of focused e-learning and video content
- Interactive knowledge checks during each lesson to reinforce learning
- Certificate of completion to showcase on LinkedIn and your resume
- Lifetime access to all course content and future updates

Learning Objectives by Topic Area

Topic Area	What You'll Master	Career Impact
AI Foundations	Clearly distinguish between Artificial Intelligence and Generative AI, understand how AI evolved from early rule-based systems to today's language models, and recognize why this moment represents a major shift.	Speak confidently about AI and GenAI concepts in client or team conversations without relying on technical jargon.
How GenAI Works	Understand the core phases behind GenAI models — data collection, training, tokenization, and response generation — and identify the major companies leading AI innovation.	Evaluate AI tools and platforms with a deeper understanding of how they work, helping you make smarter technology choices.
AI Superpowers and Pitfalls	Recognize where AI excels — reading, writing, analyzing, and thinking — while identifying common pitfalls like hallucination, bias, and sycophancy. Learn how to apply the “AI Safety Traffic Light” framework to manage risk.	Use AI more effectively and responsibly in marketing workflows, boosting productivity while avoiding reputational or factual errors.
Prompting for Better Results	Apply the CRAFT method (Context, Role, Ask, Format, Template) to write stronger prompts and use iteration strategies to refine AI outputs for tone, accuracy, and relevance.	Confidently brief and collaborate with AI tools to produce high-quality creative, analytical, and strategic work faster.

Certification + Shareable Credential

Demonstrate your AI literacy internally and on LinkedIn. A final assessment verifies your ability to not just understand AI concepts—but **think strategically** about when and how to apply AI in your marketing work.

- Certificate of Completion to add to your LinkedIn profile and resume
- Shareable credential that shows employers your commitment to AI fluency
- Documented proof of your foundational AI knowledge

What Makes AI Essentials Different

Unlike scattered YouTube tutorials or highly technical courses, AI Essentials provides a **structured learning path** specifically designed for marketing professionals who need foundational understanding before diving into tools.

- Marketing-First: Every concept connects to marketing applications—no generic tech talk
- No Prerequisites: Designed for non-technical professionals—if you can use email, you can learn this
- Cuts Through Hype: Balanced, practical education that separates signal from noise
- Future-Proof Framework: Learn concepts that transcend individual tools
- Lifetime Updates: Get all improvements at no extra cost as AI develops

Course Structure and Format

- **Duration:** 1 hour of focused e-learning and video content
- **Format:** Self-paced with lifetime access
- **Price:** ~~\$299~~ \$99 (one-time payment)

Learn more and enroll at: uof.digital/ai-essentials