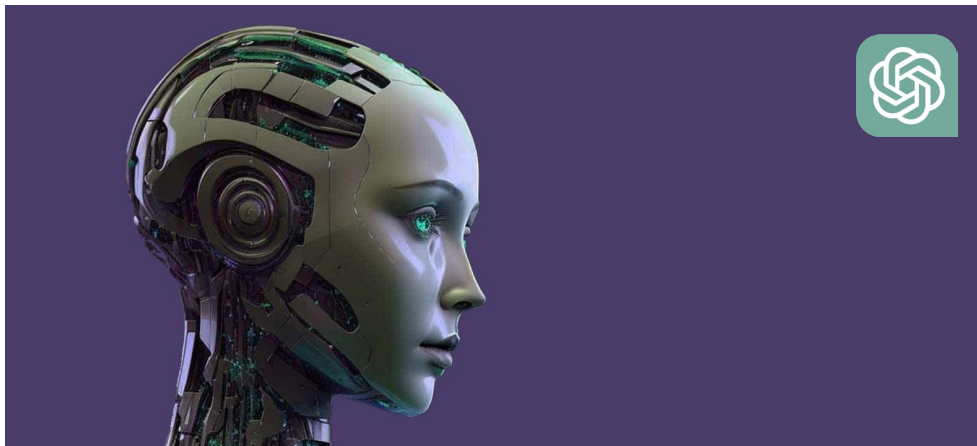# ChatGPT – Essential skills for business
Training course outline

ChatGPT utilises AI technology to answer questions and assist you with a wide range of activities.

In this course, you'll learn to use ChatGPT to carry out day-to-day tasks for your business.

Course summary
You'll learn about using ChatGPT to:
- Carry out administrative tasks.
- Assist you with marketing, your website and social media.

You'll work through practical examples relevant to your work, including:
- Creating effective documents and emails.
- Creating PowerPoint presentations
- Solving problems and overcoming challenges.
- Breaking down complex instructions.
- Learning and research.
- Creating images.
- Creating social media posts.
- Writing engaging articles, blog posts and persuasive ad copy.

Duration
One day.

Who should attend?
This course is ideal for newcomers to ChatGPT and AI with responsibility for carrying out administrative or marketing tasks, or related activities.

In-class or live online
You can attend in-person at our centres, or participate live online from your place of work or home.

To read about our approach to online training, see armada.co.uk/liveonline.

General information
Courses are hosted by highly experienced instructors with vast experience of using the application professionally.

Whilst attending training at our centres, you'll have the use of a computer running licensed Adobe Creative Cloud software to practice the techniques taught. You can choose to use a Windows computer or Mac.

Refreshments and lunch are provided.

Course fees can be paid by card or bank transfer. We accept purchase orders from UK-registered companies and public sector organisations.

Course materials and certificate
You'll receive:

- A comprehensive training guide and practice files.
- An e-certificate (PDF) confirming successful course completion.

Method of delivery
Training is designed for the busy professional, being short and intensive and combining lecture and demonstration. Practical exercises carried out under guidance help you learn the techniques taught.

You have ample opportunity to discuss specific requirements with the trainer.

After course support
Following training, you're entitled to 30 days' email support from your trainer.

Further information
See armada.co.uk/course/chatgpt.

Course syllabus
See over.

Topics	Sub-topics
Introduction	What is ChatGPT and how does it work?
	What can I use CPT for?
	How ChatGPT can make you more productive in your day-to-day work
	Strengths and weaknesses
	Ethical implications and accuracy
Crafting effective prompts	Introduction to prompts
	Types of prompts
	Tips for creating clear and concise prompts
	Prompt engineering
	Prompt parameters
	Parameter errors
	Prompt templates
	Techniques for dealing with complex scenarios

Topics	Sub-topics
Using CPT in your day-to-day work	Getting information and advice to make informed decisions
	Creating effective documents and emails
	Creating PowerPoint presentations
	Summarising long documents
	Translation
	Solving problems and overcoming challenges
	Breaking down complex instructions
	Learning and research
	Writing presentations
Marketing and social media	Creating images
	Creating social media posts
	SEO keyword research
	Writing engaging articles and blog posts
	Creating persuasive ad copy
	Copywriting webpages
	Responding to comments