

Prompt Engineering for beginners («PROMPT»)

Prompt engineering is a craft. In this course, you will learn how Large Language Models (LLMs) work and what makes effective prompts using today's leading AI tools.

Duration: 1 day

Price: 850.–

Course documents: Digital Digicomp courseware

Content

Have you had little contact with AI (Artificial Intelligence) and want to get your first taste of prompt engineering? This course will take you a big step forward. You will also learn what human expertise is still needed despite Artificial Intelligence.

- Context: Introduction to Large Language Models (LLM) and leading AI tools
- Live demos: When and how can AI support your work, and where is it less effective?
 - AI use cases and appropriate prompts
 - Working with ChatGPT, Microsoft 365 Copilot, Google Gemini, Claude, Midjourney and Runway
- Prompt best practices: What to consider with prompt engineering?

Accounts

During the training you will have the opportunity to test the paid versions of ChatGPT and M365 Copilot. Digicomp will be happy to provide you with the necessary licences on the day of the course.

Key Learnings

- Learning about today's leading AI tools
- Getting started with prompt engineering: key techniques, best practices, dos & don'ts
- Learning about prompts for ChatGPT, Microsoft 365 Copilot, Google Gemini, Claude, Midjourney and Runway

Methodology & didactics

The focus of this interactive course is on the practical application of prompt engineering through examples and numerous exercises (in groups and individually).

The course covers the basics of various AI tools, the fundamentals of prompt engineering, and best practices for interacting with AI models in various use cases. There is also plenty of room for your individual questions and use cases.

Target audience

This course is aimed at anyone curious about AI and looking for a practical introduction. If you want to understand initial AI use cases and prompt engineering basics, this is the course for you.

It is suitable for, but not limited to, individuals in the following roles:

- Chief Operating Officer
- Chief of Staff
- Head of Legal & Compliance
- Legal & Compliance Manager
- Head of HR
- HR Manager
- Head of Learning & Development
- Learning & Development Manager
- Head of Social Media
- Head of Digital
- Head of Content Marketing
- Head of Performance Marketing
- Social Media Strategist
- Social Media Manager
- Community Manager
- Performance Marketing Manager
- Content Marketer
- Copywriter
- Graphic Designer
- Motion Designer

Additional information

Please bring your own laptop.

You can use it to save what you have been shown and learned directly to your environment and use it immediately for your daily work in the company. If you do not have a laptop, we can provide you with a computer. In this case, please contact info@digicomp.ch after registering for the course.

Further courses

- [Microsoft 365 Copilot for advanced users \(«COPFOR»\)](#)
- [ChatGPT for Beginners \(«CHATGP»\)](#)
- [AI for Social Media Marketing \(«AISOME»\)](#)
- [Google Gemini für Fortgeschrittene \(«AIGO»\)](#)
- [AI and Effective Use of SEO and SEM in Digital Marketing \(«AINDIG»\)](#)
- [Adobe Firefly for AI beginners \(«AIFIRE»\)](#)
- [AI strategy and guidelines \(«AISTRA»\)](#)
- [Marketing automation and AI implementation \(«MAAUTO»\)](#)
- [AI in everyday office life for beginners \(«AINWIS»\)](#)
- [Claude for advanced users \(«CLAUDE»\)](#)

Any questions?

We are happy to advise you on +41 44 447 21 21 or info@digicomp.ch. You can find detailed information about dates on www.digicomp.ch/courses-digital-media-design/digital-marketing/ai-for-marketing-media-design/course-prompt-engineering-for-beginners