Level *Up*

MASTER YOUR DIGITAL SKILLS

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ChatGPT and Co: The Basics of Generative AI

Artificial Intelligence (AI)

StackFuel

Co-funded by
the European Union

Course OVERVIEW

Everyone is currently talking about generative AI models such as ChatGPT. They are powerful and can do a great deal of things surprisingly well. However, there are some important things to bear in mind when using them that you should be aware of in advance. This microlesson will teach you the basics of how these models work and explain how best to use them in a work context.

TARGET AUDIENCE

This beginner's course is suitable for anyone who wants to familiarize themselves with Artificial Intelligence. Anyone interested in learning more about ChatGPT's capabilities.

COURSE DESCRIPTION

In this course you will get an overview of generative AI. We provide you with a prompting cheat sheet and you will see an interview with the head of marketing about use cases for GenAI.

- **Overview of GenAI**

- **Prompting Best Practices**

- **Uses Cases in Marketing and other fields**

- **Ethical and legal challenges**

COURSE INFO

Location	**StackFuel Data Lab**
Available from	**16.02.2024**
Duration	**2 hours**
Availability until	**31.12.2024**
Cost	**Free**

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