



Ministry of Micro, Small and Medium Enterprises,  
Government of India



**MSME TECHNOLOGY CENTRE, BENGALURU**  
**MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES, GOVT. OF INDIA**  
KIADB Industrial Estate, Devanahalli, Bengaluru  
<https://www.msmechblr.org/>

## **BRIEF DESCRIPTION OF TRAINING PROGRAMME**

### **AI & CHAT GPT TRAINING**

#### **AI Tools & Chat GPT**

#### **Live Interactive Session**

#### **COURSE CONTENTS: -**

- 1. AI & CHATGPT TRAINING / What is Chat GPT?**
- 2. It's advantages and limitations**
- 3. How to use chat GPT?**
- 4. Tips for writing effective Chat GPT prompts**
- 5. Mastering social media content creation with chat GPT**
- 6. Creating Epic YouTube content with chat gpt**
- 7. Creating Email marketing framework**

**8. How to use chat Gpt for keyword research**

**9. Using chat Gtp for engaging Instagram reels**

**10. Using AIDA framework for advertising**

**11. Using chat GPT ethically**

**ChatGPT is an artificial intelligence-based machine learning technology that is designed to interact with humans in a conversational style. It may seem like ChatGPT is merely an advanced chatbot, but that is not accurate. ChatGPT is much more advanced than a mere chatbot.**

**ChatGPT can actually hold a conversation with a human being. You can ask questions and ChatGPT will respond accurately in a dialogue format, based on available information. This sets it apart from a search engine like Google as ChatGPT gathers relevant information from various sources and presents it to the user in a conversational manner. On the other hand, Google merely displays links which you can further read based on the search keywords entered on the website.**

**ChatGPT can be used for various functions including:**

**1. Conducting Market Research**

**2. Producing High Quality Content**

**3. Gaining Accurate Data**

**Date- 24 & 25 February 2024 (2 Days) Time- 5.30 pm to 8.30 pm**

**1) Course Fee: Rs. 3000/- (Study material in softcopy shall be provided)**

**FOR MORE DETAILS PLEASE CONTACT:**

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