



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.msmtcblr.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

**Date- 06 & 07 January 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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