



ChatGPT & Prompt Engineering Course

23 – 27 November 2026
Madrid (Spain)





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Introduction

This ChatGPT & Prompt Engineering course provides a structured foundation for understanding ChatGPT & Prompt Engineering in modern digital environments. It explores how generative AI transforms communication, content creation, and decision-making processes. Participants will learn how to design effective prompts that produce accurate and relevant AI outputs. The program explains the logic behind large language models and their practical applications. It bridges theoretical understanding with real-world AI prompt design strategies. Learners will be able to apply ChatGPT training techniques in professional and academic contexts.

Targeted Groups

This ChatGPT & Prompt Engineering training targets professionals seeking knowledge and skills:

- Content creators, writers, and editors use AI tools daily.
- Marketing specialists aiming to improve AI-driven content production.
- Business analysts use AI for insights and reporting tasks.
- Educators and trainers are integrating AI into learning environments.
- Developers and IT professionals are exploring generative AI systems.
- Students and researchers interested in the foundations of prompt engineering courses.

Course Objectives

Participants will achieve the following objectives by completing the ChatGPT & Prompt Engineering course:

- Understand core principles of ChatGPT training and AI language models.
- Develop skills in designing structured and effective AI prompts.
- Apply generative AI prompts for content creation and automation tasks.
- Analyze user intent to improve prompt accuracy and relevance.
- Build workflows using prompt engineering techniques for productivity.
- Evaluate AI outputs and refine prompts for better performance.
- Integrate ChatGPT & Prompt Engineering strategies into real-world scenarios.
- Enhance decision-making through AI-supported insights and reasoning.
- Strengthen communication with AI systems across different industries.

Targeted Competencies

Participants will gain the following competencies during the ChatGPT & Prompt Engineering program:

- Ability to design clear and optimized prompts for AI systems.
- Skill in analyzing input requirements and refining prompt structures.
- Competence in using ChatGPT for professional and academic tasks.
- Understanding of AI behavior and response generation patterns.
- Proficiency in improving output quality through iterative prompt design.
- Knowledge of prompt engineering course methodologies and use cases.
- Capability to apply AI tools for problem-solving and content generation.
- Skill in adapting prompts for different industries and applications.

Studying Scenarios

In this ChatGPT & Prompt Engineering training, participants develop skills through the following scenarios:

- Creating AI-generated marketing content using structured prompts.
- Designing business reports with ChatGPT training techniques.
- Improving customer communication through optimized AI responses.
- Developing educational materials using generative AI prompts.
- Analyzing case studies with AI-supported reasoning workflows.
- Enhancing productivity through automated prompt-based systems.

Course Content

Unit 1: Foundations of ChatGPT & Prompt Engineering

- Introduction to ChatGPT architecture and AI fundamentals.
- Understanding generative AI and language model behavior.
- Key principles of prompt engineering course design.
- Role of ChatGPT training in modern digital transformation.
- Types of prompts and their structural differences.
- Importance of clarity and context in prompt creation.
- Common errors in AI prompt design and how to avoid them.
- Real-world applications of ChatGPT & Prompt Engineering.
- Overview of AI communication systems and interactions.

Unit 2: Core Prompt Design Techniques

- Structuring effective prompts for better AI output.
- Using context to guide generative AI prompts.
- Role-based prompting techniques for accuracy improvement.
- Zero-shot and few-shot prompting methods explained.
- Iterative refinement in prompt engineering workflows.
- Controlling tone, style, and output format in prompts.
- Enhancing clarity through instruction-based prompting.
- Optimizing prompts for ChatGPT training efficiency.
- Practical exercises in prompt construction.

Unit 3: Advanced Prompt Engineering Strategies

- Chain-of-thought prompting for complex reasoning tasks.
- Multi-step prompting for structured AI responses.
- Advanced context layering techniques for precision.
- Prompt tuning for industry-specific applications.
- Managing ambiguity in AI-generated outputs.
- Combining prompts for hybrid task execution.
- Using constraints to improve output reliability.
- Deep optimization of ChatGPT & Prompt Engineering models.
- Advanced case-based prompt development practices.
- Evaluation of prompt performance metrics.

Unit 4: Practical Applications of ChatGPT

- AI-driven content creation for marketing and media.
- Business intelligence reporting using ChatGPT tools.
- Educational content development with generative AI.
- Customer support automation using structured prompts.
- Data summarization and insight extraction techniques.
- Workflow automation in business environments.
- AI-assisted research and knowledge synthesis.
- Personal productivity enhancement using ChatGPT training.
- Industry-specific use cases of prompt engineering course skills.

Unit 5: Optimization, Ethics, and Future of Prompt Engineering

- Improving prompt accuracy through continuous testing.
- Ethical considerations in AI-generated content usage.
- Bias detection and mitigation in AI outputs.
- Responsible use of ChatGPT & Prompt Engineering systems.
- Future trends in generative AI development.
- Integration of AI tools in organizational strategies.
- Performance evaluation of AI-generated responses.
- Scaling prompt engineering for enterprise applications.
- Long-term evolution of AI communication systems.

Final Insights & Key Takeaways

ChatGPT & Prompt Engineering empowers users to design precise and effective AI interactions. Mastering prompt engineering course techniques enables higher productivity and smarter AI-driven decisions.