Generative AI: from Prompt Engineering to practical application

Lecturer: Federico Gennari Santori (Digital Marketing, Search Engines and Generative AI expert)

Language

English

Course description and objectives

This course isn't just about understanding AI, it's about mastering its application in real-world digital marketing and communication scenarios. Generative AI has quickly become a commodity, accessible to anyone. What sets professionals apart is their ability to leverage these tools effectively and strategically. Our lessons are designed to bridge the gap between theoretical knowledge and practical application, focusing on how to use AI to drive tangible results.

Step into a dynamic, hands-on exploration of cutting-edge AI technologies that are revolutionizing industries and redefining the boundaries of what's possible in your daily workflows and strategic decision-making.

You'll master the art and science of prompt engineering, learning to communicate effectively with AI systems to produce precise, high-quality outputs. We'll explore a range of tools that are reshaping our field and dive deep into the ethical implications and legal considerations surrounding AI use, ensuring you're prepared to navigate this complex landscape responsibly.

By the end of the course, participants will understand how:

- Critically analyze and leverage diverse AI applications, identifying cutting-edge opportunities and potential pitfalls

- Skillfully utilize key generative AI tools to create innovative solutions across multiple industries

- Develop advanced prompt engineering skills to unlock the full creative and problem-solving potential of AI systems

- Implement AI-driven strategies to revolutionize marketing campaigns, streamline communication, and optimize business operations
- Navigate the ethical and legal landscape of AI use, with a focus on privacy, copyright, and responsible innovation

- Gain the confidence to integrate these tools into your professional toolkit, setting yourself apart in a competitive job market

Audience

The course is open to all Bocconi students. In particular, it is ideal for students aiming for careers in digital marketing, brand management, content strategy, or entrepreneurship. Whether you're looking to enhance your skillset for future roles or bring cutting-edge techniques to your current projects, this course will provide you with actionable insights and hands-on experience to leverage AI as a powerful tool in your professional arsenal.

Prerequisites

No prior knowledge required.

Duration

16 hours

Guidelines

Registration:

You can sign up for the course only through the yoU@B student Diary, in the " **sign-up for various activities**" box (please note that the box appears only when registrations open. Before then it will not be visible).
You can only cancel your registration by Diary **no later** than the registration deadline for the course itself. No other ways of cancellation are allowed.
Registration will be confirmed a few days before the start of the course through a message posted in the yoU@B student Diary.

Attendance:

- Attendance of **75% or more** of class hours: obtainment of the Open Badge
- Attendance of **less than 25%** of class hours: Exclusion List

Teaching mode

This course will be only taught in person. Online mode will not be provided.

Calendar

Lecture	Date	Time	Room
1	Tue 28/10/2025	18.15 - 19.45	N04 (L. Del Vecchio)
2	Fri 31/10/2025	16.30 - 18.00	N04 (L. Del Vecchio)
3	Tue 04/11/2025	18.15 - 19.45	N04 (L. Del Vecchio)
4	Fri 07/11/2025	16.30 - 18.00	N04 (L. Del Vecchio)
5	Tue 11/11/2025	18.15 - 19.45	N04 (L. Del Vecchio)
6	Fri 14/11/2025	16.30 - 18.00	N05 (L. Del Vecchio)
7	Tue 18/11/2025	18.15 - 19.45	N05 (L. Del Vecchio)
8	Fri 21/11/2025	16.30 - 18.00	N05 (L. Del Vecchio)

Syllabus of the course

Lecture	Topics

1 AI Revolution: Foundations and Future Frontiers
- Tracing the AI evolution: From rule-based systems to neural networks
- Understanding the AI ecosystem: Machine learning, deep learning, and generative models
- The transformative impact of AI on digital marketing and communication

2 Generative AI Toolkit
- Panorama of leading generative AI platforms
- Hands-on exploration of ChatGPT, Claude and Gemini
- Unleashing multimodal creativity: Text, speech, image, and video generation techniques

3 The Art of Prompt Engineering: Mastering AI Communicationt
- Techniques for crafting clear, context-rich instructions
- Optimizing prompts for specific tasks and desired outputs
- Interactive session: Prompt engineering challenges and best practices

4 ChatGPT and Beyond: Harnessing OpenAI's Potential
- Deep dive into ChatGPT's architecture and capabilities
- Techniques for GTP fine-tuning and customization
- Exploring GPT's API for seamless integration into applications

Lecture	Topics
5	**AI-Powered Digital Marketing** - AI-driven content creation and optimization - Crafting hyper-personalized social media campaigns - Leveraging analytics for customer insights and targeting - Getting inspired with AI image generation
6	**GEO & Marketing to Machines** - Optimize for AI Overviews, copilots, Perplexity: structured, concise answers + provenance - Train/align AI systems for brand recognition & preference; conversational touchpoints across the funnel - Attribution modeling in AI-mediated discovery: share-of-answers, zero-click visibility, unified MMM/MTA
7	**AI Integration Across Tech Giants** - The rise of AI-powered assistants and their impact on user experience with Adobe, Apple and Microsoft - AI content detection and anti-plagiarism tools
8	**Navigating the AI Landscape: Ethics, Law, and Business Impactit** - Analyzing AI's transformative effect on business models and operations - Tackling ethical dilemmas: bias, transparency, and accountability - Staying compliant: Understanding AI regulations and copyright issues

Available seats

This activity is limited to **110 participants**.
Registrations will no longer be permitted once this number has been reached or after the registration period has closed.

Please note that you may **unsubscribe** from ITEC courses **only before the registration deadline**.