

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 putting it to work in real-world digital marketing and communication scenarios. In just a few years, generative AI has gone from novelty to commodity, and from simple chatbots to agents that browse, plan and complete multi-step tasks on our behalf. What sets professionals apart today is not access to these tools, but the ability to use them strategically, and to know when not to.

Writing a good prompt is still the starting point, but it is no longer the finish line. The real shift is from single prompts to orchestrated workflows: projects, skills, artifacts and agentic browsers that turn a conversation with AI into a genuine working partnership. Each lecture combines up-to-date data and real business cases with a live demo of a leading tool, from Claude and ChatGPT to Gemini, Copilot and professional marketing platforms.

We'll also explore how AI is changing the way brands are discovered, through Generative Engine Optimization (GEO), and face the ethical, legal and social questions that come with this technology, so that you are ready to navigate this landscape responsibly.

By the end of the course, participants will be able to:

- Understand how generative AI works, how the market is evolving and what its economic impact is on business and work
- Move beyond prompt engineering to design agentic workflows built on projects, skills and artifacts
- Confidently use the leading AI assistants (Claude, ChatGPT, Gemini and Copilot) and choose the right one for each task
- Apply AI to digital marketing and business processes, from content creation to proprietary enterprise solutions
- Understand how brands gain visibility in AI-generated answers and how to measure it through GEO
- Focus on the ethical, legal and social dilemmas of AI, from authorship and copyright to safety and regulation

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	Fri 06/11/2026	16.30 - 18.00	N30 (L. Del Vecchio)
2	Mon 09/11/2026	18.15 - 19.45	N30 (L. Del Vecchio)

3	Fri 13/11/2026	16.30 - 18.00	N30 (L. Del Vecchio)
4	Tue 17/11/2026	18.15 - 19.45	N30 (L. Del Vecchio)
5	Fri 20/11/2026	16.30 - 18.00	N30 (L. Del Vecchio)
6	Mon 23/11/2026	18.15 - 19.45	N30 (L. Del Vecchio)
7	Fri 27/11/2026	16.30 - 18.00	N30 (L. Del Vecchio)
8	Mon 30/11/2026	18.15 - 19.45	N30 (L. Del Vecchio)

Syllabus of the course

Lecture	Topics
1	The Generative AI Landscape: Foundations, Tools and Economic Impact - From machine learning to generative models: how large language models work - Panorama of the leading AI platforms and how the market is evolving - Economic impact on business, jobs and productivity: latest data and cases - Multimodality: text, voice, image and video generation
2	Beyond Prompt Engineering: The Agentic Turn - Prompt engineering essentials: crafting clear, context-rich instructions - From prompts to workflows: projects, skills and artifacts - Agentic AI: assistants that plan, act and engage in a real dialogue - The rise of AI browsers as a milestone of the agentic era - Live demo: Perplexity Comet
3	Claude in Focus: Anthropic's Approach to AI - Anthropic's story and vision: building safety-first AI - Key features: projects, artifacts, skills and connectors - Live demo: Claude
4	ChatGPT in Focus: OpenAI's Ecosystem - OpenAI's journey: from the first GPT models to a mass-market assistant - Key features: custom GPTs, projects, memory and agent mode - Live demo: ChatGPT

Lecture	Topics
5	Google and Microsoft: AI Inside Everyday Work - Gemini and Copilot: models, features and strategies of two tech giants - AI embedded in productivity suites: Google Workspace and Microsoft 365 - From search to the office: how integration changes the way we work - Live demo: Gemini and Microsoft Copilot
6	GEO: Generative Engine Optimization and Marketing to Machines - How AI answers are built: sources, citations and brand visibility - Optimizing content for AI Overviews, ChatGPT and other answer engines - Measuring visibility in AI-mediated discovery: share of answers, citations and sentiment - Live demo: an AI visibility analytics platform
7	AI-Powered Digital Marketing and Enterprise AI - AI-driven content creation, analytics and insights - Case studies of AI in marketing and communication - Enterprise AI: how companies build proprietary solutions tailored to their needs - Live demo: BrightEdge and a proprietary enterprise AI platform
8	AI Dilemmas: Ethics, Law and Society, plus Open Q&A - Authorship, copyright and AI content detection - Ethical dilemmas and regulation: bias, transparency, accountability and AI safety - Open Q&A session: your questions on AI, careers and the future - Live demo: Grammarly

Available seats

This activity is limited to **110 participants**.

Registration will close once this limit has been reached or when the registration period ends, whichever comes first.

Please note that you may **withdraw** from an ITEC course **only before the registration deadline**.