

AI Prompt Engineering

Training



Course Highlights



24-Hour LIVE
Instructor-Led
Training



Hands-on
Labs



Multi-modal
Training



Real-world Use
Cases



Capstone Project
Integrated



Certified
Experts



Career Guidance
and Mentorship



Dedicated Telegram
Support Group



Access to
Recorded Sessions

About Course

AI is only as good as the prompts you give it and mastering this skill is quickly becoming one of the most valuable in the modern workplace. The AI Prompt Engineering Training course is designed to help beginners and professionals alike learn how to write effective prompts, refine outputs, and build AI-driven workflows. Covering text, image, and video generation tools, this course shows you how to apply prompt engineering to marketing, coding, data analysis, research, and more. With structured modules, hands-on exercises, and a real-world capstone project, you'll gain the confidence to harness AI effectively and future-proof your career.



Course Objectives

Upon successful completion of the training, participants will be able to:

- ✔ Learn to write, refine, and structure prompts for text, images, and video.
- ✔ Build prompt-driven workflows that improve productivity and efficiency.
- ✔ Apply prompt engineering to real-world use cases in marketing, coding, research, and business tasks.
- ✔ Evaluate and improve AI outputs to make them accurate, professional, and client-ready.
- ✔ Complete a capstone project showcasing end-to-end prompt mastery with measurable productivity gains.



Target Audience

This training is ideal for:

- ✔ Beginners curious about AI and prompt engineering.
- ✔ Professionals who want to boost productivity using AI tools.
- ✔ Marketers, developers, analysts, and educators exploring AI in daily work.
- ✔ Anyone looking to future-proof their skills in the AI-driven workplace.

Pre-Requisites

- ✔ No prior coding experience required.
- ✔ Basic familiarity with using computers and web-based tools.

Course Content

Module 1: Introduction to AI/ML and Prompt Engineering

- ✓ Understand what AI and ML are in simple terms.
- ✓ Learn how AI tools (ChatGPT, Claude, etc.) generate responses.
- ✓ Explore the importance of prompts as the key to AI outputs.

Hands-on (ex)

Write your first simple prompt and refine it step-by-step



Module 2: Writing Effective Text Prompts

- ✔ Learn to craft clear, specific, and structured prompts.
- ✔ Explore prompt styles: direct instructions, role-based prompts, exploratory prompts.
- ✔ Refer to the System Prompt Design Blueprint to define the AI's role, context, constraints, goals, and desired output format.
- ✔ Apply prompts to everyday tasks: emails, blogs, outlines, reports.

Hands-on (ex)

Draft a professional email using different prompt styles

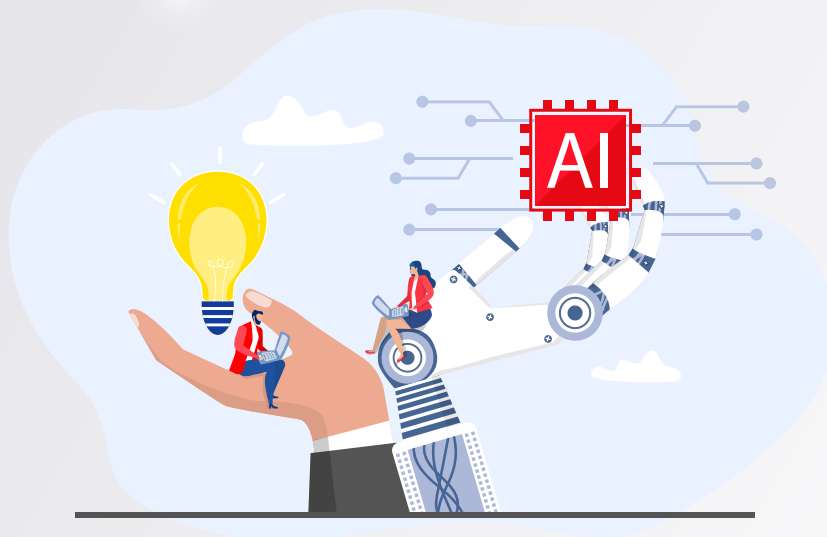


Module 3: Advanced Text Prompting Techniques

- ✔ Use multi-step prompting (prompt chaining) to build detailed outputs.
- ✔ Control tone, format, and depth of AI responses.
- ✔ Building AI personas for better response.
- ✔ Practice iterative refinement to improve AI drafts.
- ✔ Prompt Chaining: Practice multi-step prompting using a Prompt Chain Builder Sheet, which will guide you through breaking down a complex task into stages: input collection, processing, and refinement.

Hands-on (ex)

Generate a project plan and refine it into a polished document



Module 4: Image Generation with Prompts

- ✔ Understand how text-to-image AI (DALL·E, MidJourney, Nano Banana) works.
- ✔ Learn to write prompts with subjects, styles, and details.
- ✔ Compare outputs from small changes in prompts

Hands-on (ex)

Create a social media poster using AI-generated visuals

Module 5: Prompting for Videos

- ✔ Explore text-to-video tools like Hey Gen and Flow (Vio 3).
- ✔ Write prompts to describe scenes, characters, and actions.
- ✔ Build storyboard-style prompts for better results.

Hands-on (ex)

Create a 30-second promotional video with AI

Module 6: Prompting for Research and Insights

- ✔ Use prompts to summarize articles and reports.
- ✔ Extract checklists, key points, and action steps.
- ✔ Learn how to fact-check and structure information with AI

Hands-on (ex)

Turn a 5-page report into a 1-page executive summary

Module 7: AI-Powered Workflows

- ✔ Combine prompts into step-by-step workflows.
- ✔ Automate tasks with Notebook LM and Gemini Canvas.
- ✔ Save time on content planning, meeting notes, and task management.

Hands-on (ex)

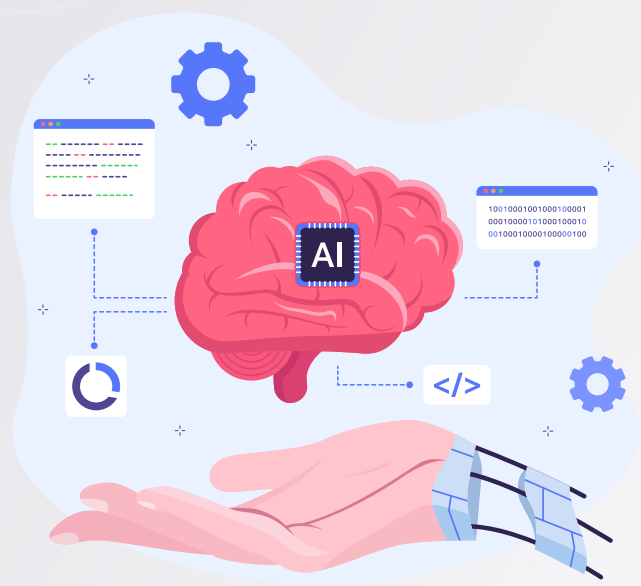
Build a workflow to auto-generate meeting notes and action items

Module 8: Industry-Specific Use Cases

- ✔ Marketing: Generate ad copy, blogs, and social media posts.
- ✔ Development: Debug code, generate snippets, write documentation.
- ✔ Data & Analysis: Summarize insights, create reports, and visual outputs.
- ✔ Adapt Prompts for Your Field: Tailor your prompts for any industry from marketing to data analysis, using the Domain Prompt Adaption Checklist.

Hands-on (ex)

choose an industry-specific task and solve it with prompts



Module 9: Evaluating and Improving AI Outputs

- ✔ Learn to evaluate outputs for accuracy, tone, clarity, and creativity. Practice step-by-step refinements to improve results.
- ✔ Create a quality checklist for prompt responses.
- ✔ Use the Prompt Debugging Guide to identify and fix your prompts

Hands-on (ex)

Transform a rough AI draft into a client-ready deliverable

Module 10: Capstone Project – Build Your AI Workflow

- ✔ Plan and execute a real-world project using text, image, and video prompts.
- ✔ Examples: Marketing campaign, research report, or personal productivity workflow.
- ✔ Deliver a final project along with a Productivity Tracker showing time saved.
- ✔ Present your solution as a portfolio piece for showcasing skills.



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