

Utilizing AI Tools for Efficiency in Course Development

Quick Workflow (10–15 minutes)

- Pick a sample build: Hospitality Ops, Digital Marketing Basics, or ID Foundations.
- Perplexity — gather 3–5 sources and analyze (save links).
- Draft 3 outcomes + 5 activities + a mini-rubric.
- NotebookLM or ChatGPT Study Mode — generate a short practice quiz and summary.
- Polish for LMS — headings, links, alt text, due dates.

Sample Builds (Choose One)

1. AI for Hospitality Operations — scheduling, cost control, messaging.
2. Digital Marketing Basics — content drafts, social planning, analytics vocabulary.
3. Instructional Design Foundations — backward design, authentic assessment, rubrics.

AI Curriculum Tools

- Perplexity — rapid, source-backed research and outlines.
- Gamma — create lightweight presentation decks.
- NotebookLM — draft with your own sources; auto two-voice podcast & video overview.
- ChatGPT Study Mode — step-by-step, question-led learning.

Prompt Engineering Best Practices

- Set the role; state the task in one line.
- Add audience, modality, time, and constraints.
- Specify output format and align to outcomes & Bloom's Taxonomy.
- Ask for sources when researching; note assumptions.
- Guardrails: "If unsure, ask 2 clarifying questions."
- Iterate with targeted revisions.

Scan for Slides & Resources



Contact: Ryan Lowell — RyanLBuchanan@hotmail.com