

AI Prompt Engineering

6-Week Certificate Course

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Upright Education helps people build in-demand skills by teaming up with colleges and mission-driven organizations to offer practical, career-focused training programs built for today's job market.

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Overview

The Rising Demand for AI Prompting Skills

In an era where artificial intelligence is transforming industries, the ability to effectively engineer prompts for AI systems is becoming increasingly vital. Businesses are leveraging generative AI to drive innovation, improve efficiency, and enhance customer experiences. As a result, professionals skilled in AI prompting are in high demand.

Business Value of Generative AI

Generative AI has the potential to revolutionize how businesses operate. It enables the creation of new content, automates complex tasks, and provides unprecedented insights into data analysis. Mastery of AI prompting will empower you to harness these capabilities, enhancing your organization's competitive edge.

Learning Outcomes

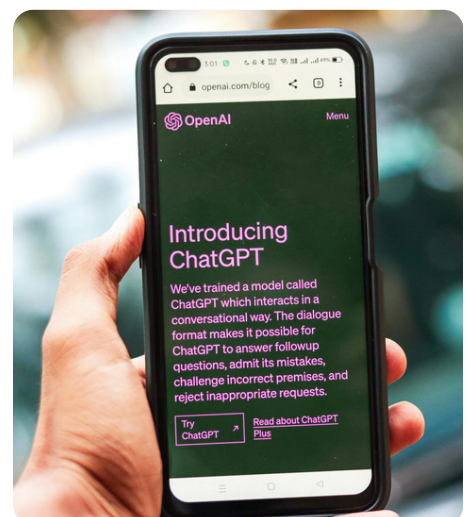
By completing this certificate program, you will:

- Master the fundamentals of AI prompt engineering.
- Develop skills to create effective prompts for various AI applications.
- Gain hands-on experience with cutting-edge AI tools and technologies.
- Enhance your ability to integrate AI solutions into business strategies.

HIGH-GROWTH, HIGH-DEMAND

In the U.S., the average base salary for a Prompt Engineer is **\$124,149 / year** (1). Unique job postings requiring these AI skills have risen from just 55 in January 2021 to nearly **10,000** by May 2025 (2).

1. [Glassdoor](#) 2. [Lightcase](#)



Who This Is For

This course is designed for professionals ready to move beyond experimenting with AI and start using prompt engineering to solve real problems. No technical background required. Ideal for those in Marketing, Operations, Education, HR, Consulting, and more.

Driven Professionals

Why this course?:

- Write effective prompts for high-quality content
- Speed up content creation
- Stay ahead with generative AI tools like ChatGPT

Non-Technical Team Leader

Why this course?:

- Learn practical prompting
- Use AI for summaries, ideas, and messaging
- Build confidence using AI for daily productivity

Entrepreneur or Freelancer

Why this course?:

- Use prompts to turn AI into your virtual assistant
- Save time on proposals, emails, and outlines
- Boost quality while staying lean



Inside the Experience



MASTER AI PROMPTING SKILLS WITH CHATGPT

Learn how to craft high-quality prompts that drive better AI output, from content creation and automation to data analysis and communication.

HANDS-ON PROJECTS + AI TOOLKIT ASSIGNMENTS

Apply what you learn each week through guided, real-world scenarios and build a Prompting Toolkit you can showcase or reuse on the job.

CUSTOM GPT BUILDING AND WORKFLOW AUTOMATION

Go beyond prompting – create your own custom GPT and integrate AI into repeatable processes to boost your efficiency.

LIVE WEEKLY SESSIONS WITH EXPERT INSTRUCTORS

Join once a week live sessions led by experienced professionals who bring real-time AI applications, demos, and emerging trends to your learning.

CAPSTONE PROJECT

Conclude the course with a guided capstone project that demonstrates your ability to solve a real business challenge using AI prompting techniques.

INCLUDES CHATGPT PLUS ACCESS

All learners receive free access to ChatGPT Plus for the duration of the program to unlock full prompting capabilities.



Structure

Assessment & Grading

Your progress will be evaluated through weekly Toolkit Assignments, hands-on exercises, and your Capstone Project.

- **Weekly Hands-on Exercises:** 10% (12 total)
- **Weekly Toolkit Assignments:** 40% (6 total; each worth ~6%)
- **Capstone Project:** 50% (final presentation + reflection)

To pass, you must

- Complete all assignments,
- Attend at least 5 of 6 live sessions,
- Achieve a minimum of 80% overall.

Course Schedule & Deadlines

- **Live Sessions:** Once weekly (1 hour) from 7pm - 8pm EST.
- **Assignments:** Last day of the week at 11:59 pm EST.
- **Capstone Project:** Due in the final week, with presentations in the live session wrapping up week 6.

Tools & Technology

- **Included:** ChatGPT Plus (subscription provided during program).
- **Required:** Laptop/desktop with internet access, Chrome or Firefox recommended.
- **Optional:** Google Workspace tools (Docs, Sheets)



ChatGPT



Claude

Gemini



deepseek

Expectations

Accessibility & Accommodations

We are committed to inclusive learning. Accommodations (e.g., captioned recordings, extended deadlines, alternative assignments) are available upon request. Please notify your instructor or support staff at enrollment.

Policies

- **Attendance:** Recommended at all live sessions; minimum 5 required.
- **Late Work:** Assignments accepted up to 2 days late with a penalty; contact instructor for emergencies.
- **Academic Integrity:** Original work required. Use of AI is encouraged when aligned with assignment goals, but all work must reflect your own learning.
- **Refunds & Withdrawals:** Full refund available within 5 days of enrollment. After that, partial credit may be available per institutional policy.

Outcomes

While completion of **this program does not guarantee a job**, our goal is to give you the skills, confidence, and resources to pursue your next opportunity. Career coaches will work with you to:

- Translate your new skills into portfolio assets and resumes,
- Identify ways to showcase AI expertise in your current role,
- Explore potential career paths and advancement opportunities.

We'll support you in moving toward your professional goals, but success ultimately depends on your own effort, experience, and the job market.

| Community

Instructors

You'll be learning directly from professionals who actively use AI every day in fields like marketing, consulting, tech, and operations. To give you a clearer picture of who's leading your learning journey, here's a sample instructor profile that reflects the type of expertise you can expect in this program:



Wes Shields

Founder & Principal
Synthminds.AI



Career & Learner Support

Alongside your instructors, you'll have access to dedicated support staff who help ensure you stay on track and get the most out of your learning experience.



Max Lyons

Dir. Learner Success
Upright Education



Erica Peryga

Career Coach
Upright Education



Collaboration & Community **Discord**

Learners are encouraged to connect through:

- Discussion forum on our Discord workspace and community
- Peer feedback on assignments and classroom engagement
- Group work throughout the course

Curriculum

Week 1

INTRODUCTION TO AI PROMPTING

Get oriented with generative AI and prompt engineering. Learn how AI models like ChatGPT work, what they can and can't do, and how to begin crafting effective prompts for real-world applications.

- Understand the basics of generative AI and large language models
- Learn the principles of prompt engineering and response shaping
- Identify strengths and limitations of AI tools for different use cases

Toolkit Assignment: Create a simple prompt for a chat-based application, demonstrating your understanding of how AI responds to prompt structure and intent.

“

I went from casually messing around with ChatGPT to writing prompts that save me hours at work and helped me land a promotion.

- **James R.**
Marketing Team Lead



Week 2

WRITING WITH AI: STRUCTURE, VOICE, AND IMPACT

Level up your prompting skills by crafting structured, multi-layered prompts that generate high-quality, audience-specific content across formats and tones, streamlining both creative and strategic workflows.

- Use prompt frameworks to create targeted marketing and business content
- Guide ChatGPT to adjust tone, voice, and format
- Develop multi-step prompts for ideation, copywriting, and personalization
- Apply techniques to outputs like emails, blog posts, and campaign assets

Toolkit Assignment: Develop a prompt or prompt sequence to generate a branded content piece—such as a blog post, email sequence, or product description—tailored to a specific audience and objective.

Week 3

TURNING PROMPTS INTO BUSINESS INTELLIGENCE

Unlock the power of AI as a decision-making partner. This week, you'll learn how to design prompts that surface insights, streamline workflows, and support real business outcomes—from strategy to analysis to communication.

- Use prompts to extract trends, synthesize research, and inform decisions
- Learn how to create custom workflows for different business functions (e.g., marketing, ops, HR)
- Analyze how companies are integrating AI across teams and industries
- Explore prompt-driven use cases for content strategy, reporting, and planning

Toolkit Assignment: Design and test a prompt that analyzes business data or simulates decision-making for a real-world scenario, such as identifying growth opportunities or summarizing customer insights.

Week 4

SYSTEMATIZING YOUR AI WORKFLOW

Take your prompting from one-off tasks to scalable systems. This week, you'll learn how to build structured prompt libraries and create a Custom GPT that solves a real operational need—making AI a repeatable, reliable part of your workflow.

- Develop a reusable prompt library to streamline routine tasks across departments
- Build a Custom GPT tailored to your role, team, or business objective
- Learn how to embed AI into processes for consistency and speed
- Explore documentation techniques to maintain and scale your AI assets

Toolkit Assignment: Create a Custom GPT using ChatGPT Plus, supported by a set of reusable prompts that improve the efficiency of a business workflow you frequently perform or manage.

Week 5

DEBUGGING PROMPTS & LEVELING UP OUTPUT

Every great AI pro knows that strong results come from iteration. This week is all about troubleshooting, tuning, and pushing your prompts further. You'll learn how to spot weak spots in output, refine your language, and experiment with advanced techniques to get sharper, smarter results from AI.

- Diagnose why prompts underperform—and how to fix them
- Practice rapid iteration techniques to improve clarity, tone, and relevance
- Learn strategies to reduce hallucination, bias, or vague responses
- Apply advanced prompt patterns to produce more consistent and high-impact results

Toolkit Assignment: Choose an existing prompt (yours or provided) and run a refinement sprint—testing variations, debugging output, and documenting your final optimized version with improved results.

Week 6

FINAL PROJECT AND FUTURE TRENDS

Apply everything you've learned in a final project that showcases your skills. You'll also explore where AI prompting is headed and how to position yourself for future career opportunities.

- Present your final AI project using real-world application of your skills
- Learn about emerging trends and developments in AI prompting
- Explore roles and career paths enabled by prompt engineering

Toolkit Assignment: Deliver your final project presentation, including your prompt design, use case rationale, and a reflection on the outcome and future applications.

Completion

CERTIFICATE OF COMPLETION

Gain real-world skills and earn a university-backed certificate.

The course includes online content, live sessions, quizzes, readings, and hands-on projects. To earn your award of completion, you must attend live sessions, complete all assignments, and receive a passing grade.



UNIVERISTY

This certificate of completion is proudly awarded to

Amy Donovan

For the successful completion of the program
conducted by Upright Education and University
between the dates of January 1st - April 4th

Dr. Mary Brandt
Dean of Continuing Education

Awarded on the 4th day of April

| FAQs

DO I NEED A TECHNICAL BACKGROUND TO SUCCEED IN THIS COURSE?

No technical background is required. If you're comfortable with basic digital tools like email, documents, and spreadsheets, you'll be ready to dive in. The course is designed to make AI prompting accessible and practical for all professionals.

WHAT MAKES THIS COURSE DIFFERENT FROM OTHER AI OR AUTOMATION COURSES?

This course focuses specifically on practical, real-world prompt engineering—no fluff, no coding. You'll get hands-on experience using tools like ChatGPT to solve everyday challenges, create content, and streamline workflows. It's designed for professionals who want immediately usable skills, not just theory.

WHAT WILL I BE ABLE TO DO AFTER COMPLETING THIS COURSE?

You'll be able to write effective prompts to generate high-quality content, solve problems, and automate everyday tasks using generative AI tools like ChatGPT. You'll gain the skills to apply AI confidently in your work, boost productivity, and unlock new creative and strategic possibilities.

WILL I EARN A CERTIFICATE UPON COMPLETION?

Yes. Learners who complete all Toolkit Assignments and meet minimum assessment requirements will receive a certificate of completion.

WHAT TOOLS OR SOFTWARE DO I NEED FOR THIS COURSE?

You'll need access to ChatGPT Plus, which is included with your enrollment. We'll also use common digital tools like Google Docs and Sheets. No additional software purchases are required.

DO I NEED TO PURCHASE ANY SOFTWARE?

No extra purchases are required. We include a subscription to ChatGPT Plus during your time in the program. All other tools are free or offer free-tier access.

| FAQs

CAN I USE DIFFERENT TOOLS THAN THE ONES TAUGHT?

We focus on tools that are widely used and beginner-friendly, but the principles you learn can be adapted to other platforms.

IS THERE ANY LIVE INSTRUCTION OR COACHING?

Yes. While the course is self-paced, you'll also have access to a weekly 1-hour live session with instructors.

WILL I HAVE SOMEONE TO HELP ME IF I GET STUCK?

Yes! Our learner support team is here to guide you through challenges, answer questions, and help you stay on track.

ARE THERE ASSIGNMENTS OR HANDS-ON PROJECTS?

Absolutely. You'll complete real prompting challenges and build a capstone project to showcase your skills.

HOW MUCH TIME SHOULD I EXPECT TO SPEND EACH WEEK?

Expect to spend 8–10 hours per week on interactive lessons, your weekly Toolkit Assignment, and a live virtual session for collaboration and support.

HOW LONG WILL I HAVE ACCESS TO THE COURSE?

You'll have full access to all materials, tools, and support during the 6-week program, and continued access to course content and resources for 6 months from enrollment.

CAN I ENROLL FROM OUTSIDE THE U.S.?

At this time, enrollment is only open to learners located within the United States.

FAQs

HOW WILL THIS COURSE HELP MY CAREER?

You'll build in-demand AI prompting skills that can boost your productivity, set you apart in your current role, or prepare you for new opportunities.

WHAT KIND OF SUPPORT DO I GET FOR CAREER DEVELOPMENT?

You'll have access to career coaches who can help you identify how to apply your new skills, articulate your value to employers, and take the next step in your professional growth.

IS THIS COURSE GOOD FOR ENTREPRENEURS OR FREELANCERS?

Yes! This course is perfect for entrepreneurs and freelancers who want to work more efficiently, create better content faster, and scale their impact without hiring a team.

HOW MUCH DOES THE COURSE COST?

The full program is priced at \$1,295, which includes all tools, support services, and your certificate.

DO YOU OFFER FINANCING OPTIONS?

Yes, we offer flexible payment options, including buy now, pay later. You'll see these options at checkout.

CAN MY EMPLOYER PAY FOR THIS COURSE?

Absolutely. We can provide invoices or documentation to support employer reimbursement or tuition assistance programs.

DO YOU OFFER REFUNDS?

Yes, we offer a 7-day refund period from your start date.

Want to know more?

Contact Us

If you have any questions about the program or the admissions process, feel free to get in touch using the email address below or give us a call. You can also apply directly via our website.



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