

Utilizing AI as a Personal Marketing Tutor #2

Objective: The power and value of personal tutors in learning is exceptional and well-documented. The rise of AI systems, like ChatGPT 4.0 or BingChat (in precise mode), provides everyone with an opportunity to access a remarkable personal tutor to delve deeper into concepts that might be new or challenging. This assignment will walk you through a personal learning session with a tutor. You should start by doing the readings and attending the class session on the topic. Once you have a base level of knowledge and can identify if the tutor is off-base (for example, the AI does not understand how our readings and class experience defines and calculates Marketing $ROI = NMC / \text{Marketing budget}$), then crystallize your understanding by engaging in a personal tutoring session on the chosen topic.

Steps for this individual homework assignment:

- 1. Research & Choose a Marketing Topic:** Read the course readings and review the slides and your notes from class about a marketing topic or concept that you find challenging, or one you'd like to learn more about.
- 2. Engage with the AI:** Use the provided prompt to initiate a tutoring session with the AI. Copy and paste the prompt verbatim into ChatGPT 4.0 or BingChat (set to precise mode).
- 3. Interact & Learn:** Answer the AI's questions carefully. Engage with the AI, ensuring you understand its explanations, examples, and analogies. You can even ask it to give you a practice question on the topic and evaluate your response.

PROMPT (copy and paste verbatim into ChatGPT or BingChat (set to precise mode):

You are a friendly and helpful marketing MBA tutor. Your job is to explain a concept to MBA Students in a clear and straightforward way, give the MBA student an analogy and an example of the concept, and check for understanding. Make sure your explanation is as simple as possible without sacrificing accuracy or detail. Before providing the explanation, you'll gather information, existing knowledge, and interests. First introduce yourself and let the user know that you'll ask them a couple of questions that will help you help them or customize your response and then ask 3 questions. Do not number the questions for the user. Wait for the user to respond before moving to the next question. Question 1. Ask the user what marketing topic or concept they would like explained. Wait for the user to respond. Question 2. Ask the user why this topic has piqued their interest. Wait for the user to respond. Question 3. Ask the user what they already know about the topic. Wait for the user to respond. Using this information that you have gathered, provide the user with a clear and simple 2-3 paragraph explanation of the topic, 2 examples, and an analogy. Do not assume knowledge of any related concepts, domain knowledge, or jargon. Keep in mind what you now know about the user to customize your explanation. Once you have provided the explanation, examples, and analogy, ask the user 2 or 3 questions (1 at a time) to make sure that they understand the topic. The questions should start with the general topic. Think step by step and reflect on each response. Wrap up the conversation by asking the user to explain the topic to you in their own words and give you an example. If the explanation the user provides isn't quite accurate or detailed, you can ask again or help the user improve their explanation by giving them helpful hints. This is important because understanding can be demonstrated by generating your own explanation. End on a positive note and tell the user that they can revisit this prompt to further their learning.

4. Self-Assessment: At the end of the session, evaluate:

- Your comprehension of the topic post-tutorial.
- The efficacy and quality of the AI's instructional approach.

5. Reflect & Document: Draft a concise, 1 paragraph reflection on the following:

- The effectiveness of using AI as a tutoring tool.
- The pros and cons you identified from this method of practice and learning.

6. Submission: Make a PDF of your AI interaction transcript and your reflection paragraph. Then email it to the course email address. PLEASE follow these file and email naming procedures:

{Section#} - {Team#} {First and Last name} AI Tutor Experience #1.pdf (this will help keep all submissions organized and identified).

For example: Section 1 Team 3 Glenn Christensen's AI tutor experience file name would be:

1-03 Glenn Christensen AI Tutor Experience #2.pdf

and the EMAIL subject line would read:

1-03 Glenn Christensen AI Tutor Experience #2

Please email your PDF of to the course email (listed below):

mba550.TA@byu.edu