AI Inclusive Prompt Full Example:

Workshop #5 Assessment Hands-On Activity

You are an expert faculty developer. I need your help creating assessments for upper-level university students in college of business on the course principles of marketing. Please write three assessments that integrate the use of generative AI tools such as Copilot and ChatGPT. The assessment should include the following components:

1. Assessment Overview: Provide a brief introduction explaining the purpose of using AI tools in this assessment and how it relates to the course objectives.

2. Learning Objectives: Clearly state the learning outcomes, focusing on critical analysis, creativity, and ethical considerations.

3. Guidelines for AI Use: Include detailed instructions on how students should engage with AI tools, and require a reflection component where students analyze the strengths, limitations, and ethical implications of the AI output.

4. Submission Requirements: Specify how students should document their interactions with AI tools, properly attribute AI-generated content, and present their final submission.

5. Evaluation Criteria: Develop a rubric outlining the assessment areas such as effective AI use, critical analysis, creativity, and clarity.

6. Examples of feedback to students that are substantive.

Assessment 1: Market Research and Analysis

Assessment Overview

In this assessment, you will use AI tools to conduct a comprehensive market research and analysis for a chosen product or service. The purpose is to enhance your analytical skills and understanding of market dynamics using AI-generated insights, aligning with the course objectives of developing critical thinking and strategic decision-making skills.

Learning Objectives

- Critically analyze market data and trends using AI tools.

- Demonstrate creativity in presenting market insights.

- Evaluate the ethical considerations of using AI in market research.

Guidelines for AI Use

- **Engagement**: Use AI tools like ChatGPT to generate market insights and Copilot to assist in drafting your report.

- **Reflection**: Write a reflection analyzing the AI output. Discuss its strengths, limitations, and any ethical concerns. Consider questions such as:

    o How accurate and relevant is the AI-generated content?

    o What are the potential biases in the AI output?

    o How does the use of AI impact the originality and integrity of your work?

Submission Requirements

- **Documentation**: Include a log of your interactions with AI tools, documenting the prompts used and AI responses.

- **Attribution**: Clearly attribute any AI-generated content in your report.

- **Final Submission**: Submit a market analysis report, including the main analysis, the reflection on AI use, and the documentation of AI interactions.

Evaluation Criteria

Criteria	Excellent (4)	Good (3)	Satisfactory (2)	Needs Improvement (1)
Effective AI Use	Skillfully integrates AI-generated insights, demonstrating deep understanding and creativity.	Integrates AI-generated insights effectively with minor gaps.	Uses AI-generated insights with some relevance but lacks depth.	Minimal or ineffective use of AI-generated insights.
Critical Analysis	Provides thorough and insightful analysis of market data, addressing strengths, limitations, and ethical concerns.	Analyzes market data with good insights, addressing most key aspects.	Basic analysis of market data, with limited depth.	Lacks critical analysis or fails to address key aspects.
Creativity	Demonstrates high creativity in presenting market insights, resulting in an innovative report.	Shows creativity in presenting market insights, with some innovative elements.	Presents market insights with basic creativity.	Lacks creativity in presenting market insights.
Clarity and Quality	Presents report clearly and professionally, with well-organized content and minimal errors.	Presents report clearly with minor errors or organizational issues.	Presents report with some clarity but has noticeable errors or organizational issues.	Report is unclear, poorly organized, or contains significant errors.

Examples of Feedback

- **Substantive Feedback**: "Your analysis of the market trends was very thorough and insightful. You effectively used AI tools to gather relevant data, and your reflection on the ethical implications was well-considered. However, ensure to address potential biases in AI-generated content more explicitly in future reports."

Assessment 2: AI-Enhanced Marketing Campaign

Assessment Overview

In this assessment, you will design a marketing campaign using AI tools to generate content and insights. The purpose is to develop your creative and strategic thinking skills while exploring the ethical implications of AI in marketing, aligning with the course objectives of fostering innovation and ethical awareness.

Learning Objectives

- Develop a creative marketing campaign using AI-generated content.

- Critically evaluate the effectiveness and ethical implications of AI-generated marketing materials.

- Demonstrate strategic thinking in integrating AI insights into the campaign.

Guidelines for AI Use

- **Engagement**: Use AI tools like ChatGPT to generate marketing copy and DALL-E to create visual content.

- **Reflection**: Write a reflection analyzing the AI-generated content. Discuss its strengths, limitations, and ethical concerns. Consider questions such as:

- o   How effective is the AI-generated content in achieving the campaign goals?

- o   What ethical considerations should be taken into account when using AI in marketing?

- o   How does AI influence the creativity and originality of the campaign?

Submission Requirements
- **Documentation**: Include a log of your interactions with AI tools, documenting the prompts used and AI responses.

- **Attribution**: Clearly attribute any AI-generated content in your campaign materials.

- **Final Submission**: Submit a marketing campaign proposal, including the campaign materials, the reflection on AI use, and the documentation of AI interactions.

Evaluation Criteria

Criteria	Excellent (4)	Good (3)	Satisfactory (2)	Needs Improvement (1)
Effective AI Use	Skillfully integrates AI-generated content, demonstrating deep understanding and creativity.	Integrates AI-generated content effectively with minor gaps.	Uses AI-generated content with some relevance but lacks depth.	Minimal or ineffective use of AI-generated content.
Critical Analysis	Provides thorough and insightful analysis of AI-generated marketing materials, addressing strengths, limitations, and ethical concerns.	Analyzes AI-generated marketing materials with good insights, addressing most key aspects.	Basic analysis of AI-generated marketing materials, with limited depth.	Lacks critical analysis or fails to address key aspects.
Creativity	Demonstrates high creativity in designing the marketing campaign, resulting in an innovative proposal.	Shows creativity in designing the marketing campaign, with some innovative elements.	Designs the marketing campaign with basic creativity.	Lacks creativity in designing the marketing campaign.
Clarity and Quality	Presents campaign proposal clearly and professionally, with well-organized content and minimal errors.	Presents campaign proposal clearly with minor errors or organizational issues.	Presents campaign proposal with some clarity but has noticeable errors or organizational issues.	Campaign proposal is unclear, poorly organized, or contains significant errors.

Examples of Feedback
- **Substantive Feedback**: "Your marketing campaign is highly creative and effectively integrates AI-generated content. The reflection on ethical considerations was particularly strong. For future projects, consider exploring more diverse AI tools to enhance different aspects of your campaign."

Assessment 3: Ethical Analysis of AI in Marketing

Assessment Overview
In this assessment, you will conduct an ethical analysis of the use of AI in marketing. The purpose is to develop your critical thinking and ethical reasoning skills by examining the implications of AI technologies in marketing practices, aligning with the course objectives of promoting ethical awareness and critical analysis.

Learning Objectives
- Critically analyze the ethical implications of AI in marketing.

- Demonstrate an understanding of the strengths and limitations of AI technologies.

- Reflect on the ethical considerations and potential biases in AI-generated marketing content.

Guidelines for AI Use
- **Engagement**: Use AI tools like ChatGPT to generate examples of marketing content and analyze their ethical implications.

- **Reflection**: Write a reflection analyzing the AI-generated content. Discuss its strengths, limitations, and ethical concerns. Consider questions such as:

  - What are the potential ethical issues associated with AI-generated marketing content?

  - How can biases in AI-generated content be identified and mitigated?

  - What are the implications of using AI in marketing for consumer trust and privacy?

Submission Requirements
- **Documentation**: Include a log of your interactions with AI tools, documenting the prompts used and AI responses.

- **Attribution**: Clearly attribute any AI-generated content in your analysis.

- **Final Submission**: Submit an ethical analysis report, including the main analysis, the reflection on AI use, and the documentation of AI interactions.

Evaluation Criteria

Criteria	Excellent (4)	Good (3)	Satisfactory (2)	Needs Improvement (1)
Effective AI Use	Skillfully integrates AI-generated examples, demonstrating deep understanding and critical analysis.	Integrates AI-generated examples effectively with minor gaps.	Uses AI-generated examples with some relevance but lacks depth.	Minimal or ineffective use of AI-generated examples.
Critical Analysis	Provides thorough and insightful ethical analysis of AI-generated content, addressing strengths, limitations, and ethical concerns.	Analyzes AI-generated content with good insights, addressing most key aspects.	Basic ethical analysis of AI-generated content, with limited depth.	Lacks critical analysis or fails to address key aspects.
Creativity	Demonstrates high creativity in presenting the ethical analysis, resulting in an innovative report.	Shows creativity in presenting the ethical analysis, with some innovative elements.	Presents the ethical analysis with basic creativity.	Lacks creativity in presenting the ethical analysis.
Clarity and Quality	Presents analysis report clearly and professionally, with well-organized content and minimal errors.	Presents analysis report clearly with minor errors or organizational issues.	Presents analysis report with some clarity but has noticeable errors or organizational issues.	Analysis report is unclear, poorly organized, or contains significant errors.

Examples of Feedback
- **Substantive Feedback**: "Your ethical analysis of AI in marketing is comprehensive and well-argued. You effectively identified potential biases and ethical issues. For future analyses, consider providing more concrete examples of how these ethical concerns can be addressed in practice."