

AI User baser course outline

Week 1: AI into and AI for Content Creation (Writing Tools) 5-6 Hours

Session 1: Introduction to AI Writing Tools (ChatGPT 4)

Session 2: Content Generation

Session 3: AI for Proofreading & Editing

Week 2 and 3 : AI for Image & Video Generation 10 Hours

Session 4: AI Image Generation (DALL·E),

Session 5: AI for advance Image Generation

Session 6: AI Video Creation

Session 7: AI Video Creation and correction

Session 8: AI Cartoon Video Creation and presentation preparation

Session 9: Hands-on Practice & Use Cases

Week 4, 5, 6: Master Social Listening, Analytics, and Insights with Talkwalker (12 to15 Hours)

Module 1: Introduction to Talkwalker (1.5 Hours)

- > Overview of Social Listening & Media Monitoring
- > Understanding Talkwalker's Capabilities & Use Cases
- > Setting Up a Talkwalker Account
- > Navigating the Talkwalker Dashboard

Module 2: Data Collection & Monitoring (2 Hours)

- > Creating and Managing Search Queries
- > Using Boolean Operators for Precise Results
- > Tracking Mentions Across Social Media, News, Blogs & Forums
- > Real-Time vs Historical Data Analysis

Module 3: Analytics & Insights (2 Hours)

- > Sentiment Analysis: Understanding Public Perception
- > Identifying Key Trends & Themes
- > Competitive Benchmarking & Industry Trends
- > Crisis Monitoring & Reputation Management

Module 4: Visual Analytics & Image Recognition (1.5 Hours)

- > Talkwalker's AI-Powered Image Recognition
- > Monitoring Brand Logos & Visual Mentions
- > Tracking Images & Videos Across Platforms

Module 5: Influencer & Audience Analysis (2 Hours)

- > Identifying Influencers & Brand Advocates
- > Audience Segmentation & Behavior Analysis
- > Measuring Engagement & Reach of Influencers

- > Competitor Influencer Analysis

Module 6: Campaign Performance & Reporting (2 Hours)

- > Tracking Marketing Campaign Effectiveness
- > Measuring ROI & Engagement Metrics
- > Setting Up Automated Reports & Alerts
- > Custom Dashboards for Performance Tracking

Module 7: Advanced Features & Integrations (2 Hours)

- > API Integrations & Data Export
- > Custom Alerts & Automated Workflows
- > Using Talkwalker with Google Analytics & CRM Tools
- > Case Studies & Real-Life Use Cases

Module 8: Hands-on Project & Certification (2 Hours)

- > Practical Project: Setting Up a Live Monitoring Dashboard
- > Real-Time Analysis & Reporting Exercise
- > Review & Q/A Session
- > Certification Test (Optional)

Note: tools subscription fee for talkwalker monthly - \$250 and others two tools is \$50 monthly (self-charge)

Thank you