

AI-Assisted Thank Yous

In order to prepare for this assignment, READ the information contained in the document "[Salty Pawz Background](#)."

Preparing to Use AI Tools

Understanding AI language models

Unlike traditional marketing tools that primarily rely on data analysis and historical trends, AI tools like [ChatGPT](#) and [Claude](#) are designed to generate human-like text responses. These AI language models can be used to understand and generate natural language, making it highly versatile for a wide range of uses, from answering questions to assisting with content creation. AI's ability to learn from a vast body of text allows it to provide informative, contextually relevant responses across diverse topics.

You input directions, instructions, or a question and the AI tool generates a response. The input that you give to the AI tool is called a prompt.

Writing Effective Prompts

- Be Clear and Specific
 - Example: Instead of "Tell me about entrepreneurship," use "I am planning to start a small business that sells camping gear. I am going to sell only online. Provide me a list of topics that are important to consider while I am in the planning stage."
- Provide context
 - Example: Instead of "Give me examples of how to market biodegradable packaging," use "You are an expert in marketing. I am working on a new material that will use recycled paper and beeswax and turn them into packaging that can be composted. This material will be used to package food. Suggest 5 different marketing strategies for biodegradable packaging that will be popular with market segments composed of different generational groups."
- Iterative Approach
 - Example: Initial prompt: List 10 innovative marketing strategies used in social media marketing.
 - Example: Follow-up: Of these strategies, which are most effective for health and wellness products?

Verifying AI-Generated Information

- **Cross-Check Facts.** Do not assume that AI generated output is accurate or authentic. AI often makes up fictional responses to answer questions. Because you cannot be certain of the source of the AI's output, it is important to verify AI responses with credible sources.
- **Critical Thinking.** While its responses may seem like AI is doing analysis and critical thinking, the AI tool is actually programmed to respond to your prompt based on patterns in language. It is analyzing those language patterns to generate a response. This is very different from the synthesis of information and critical thinking about concepts that your human mind does naturally. You have to review each response and evaluate the plausibility and accuracy of AI responses and whether they logically make sense.

Acknowledging Use of AI

Your use of AI should be disclosed so that you are not taking credit for work that was not created by you. Use your instructor's preferred method of acknowledgment.

Instructions

Follow up is important in all kinds of contexts in the business world. As a job applicant, it's especially important to recognize that the interview is not the last step of the job seeking process. You still need to follow up after the interview. The first action you should take to follow up is to send a note of thanks to your interviewer. Send individual notes if you were interviewed by more than one person.

A reliable formula for a thank you note is gratitude (the thank you), enthusiasm (express your continued interest and excitement about the opportunity), and personalization (refer back to something specific that the interviewer said).

Suppose that Wanda just interviewed you for the new full-time role of Operations Manager. She told you that you would be responsible for the day-to-day running of the business (i.e. managing part-time workers, producing treats, filling orders, maintaining inventory of products and supplies, and customer service) while Wanda focuses on keeping the books, developing new products for cats, marketing, finding new opportunities to expand sales, and possibly starting another business related to pet health.

1. You know you are not the only person that Wanda interviewed but you really want the job. Write the thank you note that you would send to Wanda as soon as possible after your interview.

2. After you have finished writing the thank you note, experiment with [ChatGPT](#) and see what happens if you ask the AI tool to edit your note to include a different tone (i.e. formal, professional, friendly, enthusiastic, etc.)
 3. Combine the best of your ideas and the AI-generated ideas and compose a final note for your submission. Remember, you want to leave a good impression with the human person reading your note. Even though you used AI, you want to make sure your note conveys your authentic voice and doesn't sound like it comes from a robot.
 4. This was a pretty short note. Did using AI help you refine your writing or did you think your own efforts were better?
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Rubric

	Excellent	Good	Fair	Inadequate
Writing and Communication	Superior grammar, structure and organization with no typos	Good grammar, structure, and organization with few typos	Poor grammar and/or some typos resulting in weak communication	Lack of clarity, grammar is confusing, and/or many typos resulting in poor presentation of thinking
Understanding	Submission is comprehensive and detailed	Submission is relevant but not comprehensive	Demonstrates limited or superficial understanding of the concepts underlying the assignment	Demonstrates no or minimal awareness of the concepts underlying the assignment
Application and Analysis	Demonstrates outstanding ability to synthesize concepts, relates theory to practice, and uses a wide range of supporting evidence	Demonstrates the ability to analyze and synthesize, making use of relevant supporting evidence	Demonstrates limited analysis and some use of supporting evidence	Does not use critical analysis and/or fails to use supporting evidence

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