



RICHARDS COLLEGE
OF BUSINESS
Department of Marketing
University of West Georgia

MKTG 4885: Artificial Intelligence Essentials for Business

Prof. Sunil Hazari

Course Syllabus

Instructor:	Dr. Sunil Hazari, Professor Department of Marketing
Website:	http://www.sunilhazari.com/education/chatgpt
Office Location:	Room 341 – Roy Richards Sr. Hall
Office Hours:	Wednesdays, 11:00 – 4:00 pm (appointments preferred)
Course Level:	Undergraduate – 3 semester hours
Course Meetings:	This course is 100% online
Course Web Site:	http://westga.view.usg.edu
University Tech Support:	678.839.6248 (for CourseDen problems) 678.839.6587 (for login/password/access problems)

Catalog Description

This course explores the rapid adoption of generative AI tools in businesses that have helped streamline business processes and decision-making. With a focus on AI applications for marketing, management, finance, statistics, and professional development, this course will provide students with the necessary knowledge and skills to navigate the applications and ethical considerations related to AI. Students will recognize the potential of using AI responsibly for business growth.

Course Prerequisites: Richards Col Upper Division RCUD

Required Course Textbooks and Other Materials

- 1) **100 Useful ChatGPT prompts for Students, Educators, & Researchers** by Prof. Sunil Hazari (*book will be provided for free in CourseDen*)
- 2) **The woefully incomplete book of Generative AI** by Christopher Penn (*book will be provided for free in the CourseDen*)
- 3) *Recommended Reading:*
Justification and Roadmap for Artificial Intelligence (AI) Literacy Courses in Higher Education
https://www.sunilhazari.com/education/documents1/articles/Hazari_AI_Literacy_2024.pdf

- 4) Students will also be expected to access academic and industry research publications from UWG Library Galileo Databases and Google Scholar.
- 5) Students must have access to a Windows 10 or 11 desktop or laptop computer with administrator privileges to install AI applications, software add-ons, modules, and browser extensions.

Course Objectives

Upon successfully completing the course, the student should be able to:

1. Understand the fundamentals of AI and its applications in the context of business
2. Acquire knowledge and skills related to prompt engineering, including designing and refining prompts for AI models and ensuring effective interaction between humans and AI systems.
3. Explore the ethical considerations and challenges associated with AI implementation in business, including privacy, bias, transparency, and responsible decision-making.
4. Analyze case studies and best practices in leveraging AI tools to make informed decisions and gain a competitive advantage
5. Gain insights into the use of AI in marketing strategies, such as personalized customer experiences, targeted advertising, sentiment analysis, and customer segmentation, to enhance customer engagement and satisfaction.
6. Develop a foundational understanding of statistical concepts and techniques related to AI, enabling the interpretation and evaluation of AI-generated insights and results in a business context and fostering data-driven decision-making.
7. Enhance knowledge and skills in leveraging AI technologies for resume development and personal branding on platforms like LinkedIn.

Course Policies:

Academic Honor: UWG students are expected to achieve/maintain the highest academic honesty and excellence standards. Therefore, the UWG student pledges not to lie, cheat, plagiarize, or steal in the pursuit of study and is encouraged to report students who do (refer to Student Handbook, Appendix E, Academic Dishonesty). Students who breach the Academic Dishonesty guidelines will receive an “F” grade in the course. Information at the following link contains important information about the code of conduct outlined in the student handbook:

Handbook (https://www.westga.edu/administration/vpsa/assets/docs/2017_2018_Student_Handbook.pdf)

Code of Conduct (<https://www.westga.edu/administration/vpsa/handbook-code-of-conduct.php>)

If a student is unclear whether a particular situation may constitute an honor code violation, the student should meet with the instructor to discuss the situation.

For this class, general advice and interaction on discussion topics related to marketing research are encouraged. Each student must develop their solutions to individual assignments. In other words, students may not "work together" on individual graded assignments. Such collaboration constitutes cheating. A student may not use or copy (by any means) another's work (or portions of it) and represent it as their own.

Students are encouraged to use the “Virtual Watercooler” discussion board to post questions and/or seek clarification of course topics. If your question is of a personal nature, it is best to email the instructor in CourseDen.

Classroom Policy for AI Tools

This course is about the essentials of AI, so using AI language models, such as ChatGPT and Google Gemini, is permitted to complete course assignments. However, specific guidelines should be followed for each assignment to ensure academic integrity and ethical conduct.

Any use of ChatGPT to generate original works or complete assignments must be clearly cited and acknowledged, as failure to do so could constitute plagiarism. While the use of Generative AI tools is encouraged for brainstorming and generating ideas, students should not rely solely on this technology to complete their assignments, as doing so undermines the course's learning objectives. AI output should be supported with additional research sources such as Google Scholar and UWG Galileo databases. Additionally, students must uphold ethical standards by refraining from using Generative AI to engage in academic dishonesty or other unethical behavior. Any violations of these guidelines will be subject to the academic and disciplinary policies in the UWG Honor Code.

The following link has information on how to cite Generative AI material:

<https://apastyle.apa.org/blog/how-to-cite-chatgpt>

Incomplete Policy: For a student to be eligible for an Incomplete grade, the student must have completed at least 80% of the course assignments with a minimum of “B” average in **all** completed assignments.

Disabilities Policy: In compliance with the Americans with Disabilities Act (ADA), all qualified students enrolled in this course are entitled to reasonable accommodations. Please notify the instructor during the first week of class of any accommodations needed for the course.

Evaluation:

The nature of this course relies primarily on projects and discussions. Students are expected to read assigned class material each week, complete project assignments, and participate in group discussions.

Feedback from Instructor: Feedback is integral to enhancing learning in all courses. Rubrics for scoring and assigning grades will be provided during the first week of class and available in CourseDen. The instructor will use these rubrics for grading and post scores for each assignment that are feedback indicators to students. Students are encouraged to contact the instructor if additional feedback is needed.

Late/Missed Assignments: Assignments are due on the date/time mentioned in the Course Schedule. Check CourseDen's schedule for any maintenance downtime. For example, ALL Friday assignments are due at 9 p.m. **There is a 25% per day late penalty, which is STRICTLY ENFORCED.** The instructor must approve any delays, deviations, or substitutions for required assignments in advance (i.e., before the assignment deadline). Students should inform the instructor (by e-mail or phone call) of any absences or inability to complete assignments on time before the assignment is due. Also, the instructor must approve this and will notify the student of such approval. Without this approval, assignments will not be considered

for grading purposes. Discussions are locked by the system after the deadline. Any late assignments will have to be emailed to the instructor.

Appeals Policy: An announcement will be posted in CourseDen when grades are released for each assignment. Check the Gradebook for your score. Any concerns about assignment grade should be discussed with the instructor within **FOUR** days of the grade being posted, or the grade stands as assigned.

Written/Web Document Formatting. Research writing in this course should conform to business communication standards, including proper English with no spelling/grammar errors. All work submitted must be typed and use APA formatting. See the APA Quick Guide posted in the "Course Documents area." MS Word is the standard word-processing software. **Follow the 22/12 rule in this course (No more than 22 words per sentence, no more than 12 lines per paragraph).** Keep a copy of all submitted work. Students should display correct spelling, punctuation, grammar, and Business Communication rules for all assignments considered when assigning grades.

Technology Support: Since this class is online and uses technology, students should make alternate arrangements to access another computer in case of primary computer problems. Your computer problems, lack of Internet access, and other responsibilities external to the course are not valid excuses for submitting assignments late. Please **DO NOT WAIT** until the last day to complete the assignment if you experience computer problems or an Internet outage. Assignments will be considered late, and late penalties described above will apply for any work not submitted by the deadline. Information Technology Support <http://www.westga.edu/its/>) or CourseDen support (<http://westga.view.usg.edu>) should be consulted for questions about technology-related issues. Make backup copies regularly. Students are responsible for checking CourseDen's schedule (available online) for maintenance downtime and planning ahead. In case of Technical Problems (such as password not working), contact the UWG ITS Tech support at 678.839.6587.

Evaluation/Assignments. Students must research information using the textbook, library databases, and online resources for the highest score in all assignments. Students will be graded individually using a point system. The standard UWG grading scale will be used to award letter grades. Each assignment will receive designated points based on assignment requirements. Please read assignment instructions carefully before submitting each assignment. Incorrectly submitted assignments (in content, format, or file type) will not be re-graded. Once a grade has been posted to the gradebook, it will not be changed.

A holistic grading rubric will be used for assessment. For details on the Holistic Rubric, see https://en.wikipedia.org/wiki/Holistic_grading

Evaluation Categories Include:

Chapter Discussions: Students will discuss chapter readings on various topics related to marketing research. The instructor will provide chapter-related case studies, scenarios, and critical thinking questions that must be researched for discussion. For discussion assignments, check the instructions. In some assignments, only the **Main Post** is required (100% of the assignment grade); in other assignments, two posts are required from each student. The **Main Post** (which counts 70% of the discussion assignment grade) should be detailed, include external research (such as websites and journal articles), and provide evidence of higher-order thinking skills. The **Response Post**, when required, counts 30% of the discussion

assignment grade. The response is made in reply to another student's main post, adding value to the original post. The response post should be detailed. Quality of writing, research, communication, and interaction will be used when assigning scores for online discussion. See the online schedule provided in each assignment (under "Content" area of the course) for the Main Post and Response post deadlines. Also note the 22/12 rule, which will be one of the criteria used to assign discussion points. See the sample document provided online for the Main Post and Response post.

Note: In the Discussion board, you will have to make your Main Post first by selecting the "Start New Thread" button in the Discussion board before you can see/respond to other students' posts.

The Discussion forum has a "Virtual Watercooler" where you can ask any course-related question. If your question is of a personal nature, send an email to the instructor using the CourseDen Mail feature (click on 'Classlist' from the navigation bar and click on the instructor's name, which will open a new mail window)

Projects: Using various AI software programs, mini-projects throughout the term are used to build competency. All work must be done individually. See details under the Content area for specific instructions on each project.

Online Tests: Three (3) tests covering the topics discussed weekly from research/industry articles will be administered online. Questions in the exams will be Multiple Choice. All tests are open-book. Check online for the exact date/time for tests.

Grading Scale

Assignments	Weight
Discussions & Projects (13 @ 20 points each)	63%
Tests (Open Book) (3 @ 50 points each)	37%

Grade A: 90% and above
Grade D: 60 – 69.99%

Grade B: 80.00 – 89.99%
Grade F: less than 60%

Grade C: 70 – 79.99%

Course Schedule

Week 1	History & Background of Artificial Intelligence, Generative AI, Natural Language Processing, Machine Learning
Week 2	AI Models: ChatGPT/Gemini/Bing/Dall-E/Midjourney
Week 3	Prompt Engineering for Business applications
Week 4	AI Ethics, Bias, & Risks
Week 5	TEST #1 (50 Points) & Extra Credit #1
Week 6	AI tools for Statistics & Research
Week 7	Marketing 1 – AI assisted Content Marketing
Week 8	Marketing 2 – Social Media & Web Design using AI
Week 9	Entrepreneurship & Business Strategy using AI
Week 10	TEST #2 (50 points) Training AI Models (optional exercise)
Week 11	Role of AI chatbots for customer service
Week 12	Using AI in Decision Support Systems & Predictive Analytics

<p>Week 13 April 8 – 13</p>	<p>Accounting Applications of AI</p>
<p>Week 14 April 15 – 20</p>	<p>Financial Applications of AI</p>
<p>Week 15 April 22 - 27</p>	<p>Professional development using AI (LinkedIn)</p>
<p>Week 16</p> <p>Test will be available from:</p> <p>Wed. May 1, 12:01 a.m. to Thu. May 2, 11:59 p.m.</p>	<p>T E S T # 3 (50 Points)</p> <p>50 Questions @ 2 points each. Multiple Choice. Open book.</p> <p>NOTE: FINAL EXAM FOLLOWS THE UWG CALENDAR AND CANNOT BE TAKEN EARLY OR LATE</p>