Preparing Students for the AI Job Market
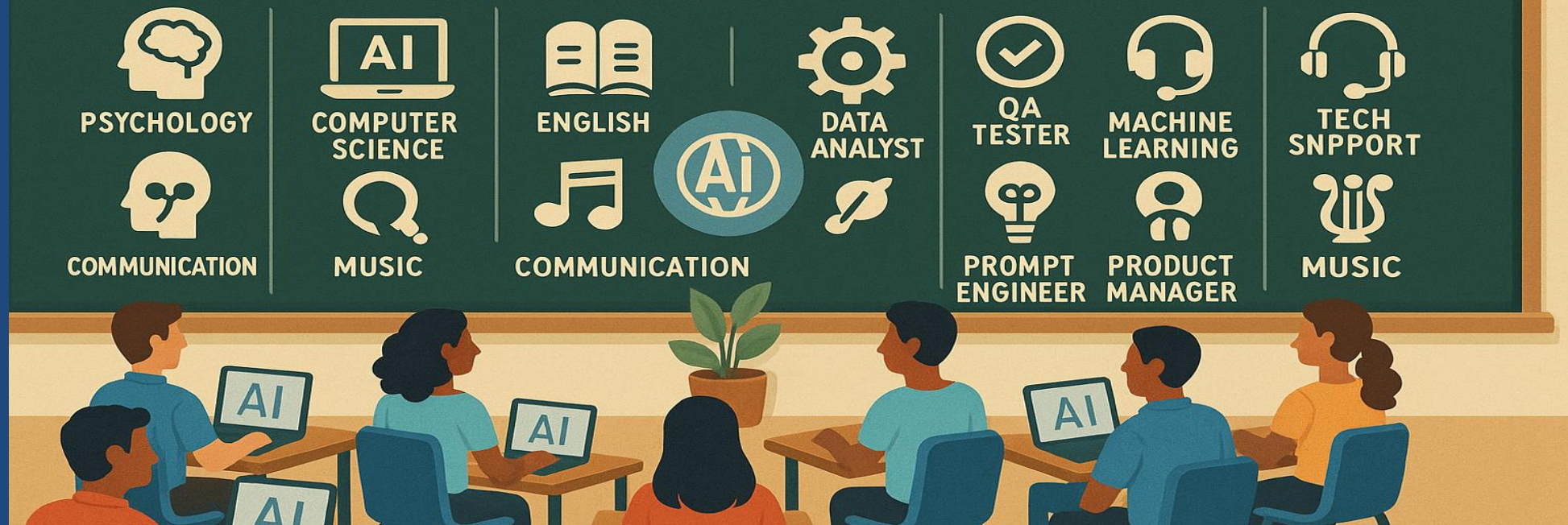
Prof. Sunil Hazari
Department of Marketing
Richards College of Business

shazari@westga.edu
http://www.sunilhazari.com/education/chatgpt

DEPARTMENT OF MARKETING
RICHARDS COLLEGE OF BUSINESS

Entry-level AI jobs for Business Majors

➢ **AI Project Associate**
- ✓ **Assist with product development using AI**

➢ **Business Analyst (AI focus) ***
- ✓ **Liaison between business and technical teams for AI use**

➢ **AI Customer Service Specialist ***
- ✓ **Support AI-powered products**

➢ **AI Learning Specialist**
- ✓ **Develop AI training materials**

➢ **AI Sales Associate ***
- ✓ **Sell AI powered products or services**

Source: allwork.space

AI Jobs by Major

Major	AI Job Title	Job Description
Management	AI Product Manager	Oversees Product Development
Psychology	AI Behavioral Scientist	Analyzes human behavior to improve AI bots
Marketing	AI Marketing Specialist	Analyze market data for campaigns
Graphic Design	AI User Experience (UX) Designer	UI/UX Design for AI apps
English/Literature	AI Content Creator	Generate/Edit content for various media
Healthcare	AI Healthcare Analyst	Use AI to analyze patient data & prediction
Law	AI Ethics Consultant	Advises companies on ethical AI practices
Education	AI Education Technologist	Develops educational apps for teaching & learning
Environmental Science	AI Environmental Analyst	Optimize resource mgmt & ecological impact
Sociology	AI Social Scientist	Research Social impacts of AI & develop policy

GO WEST
UWG

MKTG 3845: AI Essentials for Business

Week 1	History, Background, LLM, NLP, ML
Week 2	AI Models: ChatGPT/Gemini/Bing
Week 3	Prompt Engineering for Business
Week 4	AI Ethics/Bias/Risks
Week 5	Test & Optional Exercise
Week 6	AI tools for Statistics and Research
Week 7	Marketing 1 - AI Content Mktg
Week 8	Marketing 2 - AI & Social Media
Week 9	Business Strategy & AI
Week 10	Training AI Models
Week 11	AI Chatbots for Customer Service
Week 12	AI Decision Making & Predictive Analysis
Week 13	Accounting Applications of AI
Week 14	Financial Applications of AI
Week 15	Final Exam

Welcome Sunil Hazari

My Courses

2024 Summer   2024 Spring   **2024 Fall**   2023 Summer   2023 Spring

Business Research Section E03 Fall Semester 2024 CO
CO.540.MKTG3808.81636.2 • 2024 Fall
Ends February 11, 2025 at 1 AM

AI Essentials for Business Section E01 Fall Semester 2024 CO
CO.540.MKTG4885.82010.2 • 2024 Fall
Ends February 11, 2025 at 1 AM

Business Web Design Section 01D Fall Semester 2024 CO
CO.540.MKTG4818.80398.2 • 2024 Fall
Ends February 11, 2025 at 1 AM

DEPARTMENT OF MARKETING
RICHARDS COLLEGE OF BUSINESS

GO WEST
UWG

Weeks 6 - 10

Week	Topic	Assignment
6	Statistics & Research	• Write a Research Paper Outline based on given format • Excel & AI / Brick AI
7	Marketing 1: Content Marketing	Content Marketing Plan (Template) Require: (4P + Prompt + GS + Blog)
8	Marketing 2: Social Media & Web Design	AI Website + Instagram Posts & Reels
9	Entrepreneurship & Business Strategy	• Business Plan using template • Process & Reflection Discussion
10	Test #2	Open Book + EC (Training AI Models)

GO WEST
UWG

Week	Topic	Assignment
11	AI Chatbots	Create a customer service chatbot
12	Decision Support & Predictive Analysis	DSS & PA use of AI in different Industries
13	Accounting	Bookkeeping Exercise with Google Sheets ML Extension (Invoice Processing & Reconciliation) to report GP, TOE, NI
14	Finance	Financial Planner, Financial Analyst, CFO. Answer prompts about finance task and generated output (e.g. Capital Expenditure plan)
15	Professional Development	Update LinkedIn Profiles with AI assistance

MARKETING STUDENTS' PERCEPTIONS TOWARDS ChatGPT: AN AI-ASSISTED THEMATIC ANALYSIS

Sunil Hazari

DEPARTMENT OF MARKETING
RICHARDS COLLEGE OF BUSINESS

Student comments

➤ "AI is obviously not going anywhere so making students aware of how to use it effectively in college will better prepare them for most jobs."

➤ "The use of AI will be increasingly prominent across nearly all fields as it becomes more advanced and becoming familiar with its uses will be important for career prep."

➤ "We have deeper understanding of the functionality of technology because im not a tech savvy person its hard for me to figure programs like that out. Lastly it can help with real world knowledge we can use for our careers."

➤ "I can use it to figure out which market is right for my business"

Action Plan

➤ Believe!

➤ Identify AI Literacy/AI fluency topics in your course

➤ Teach students about Responsible and Ethical AI use

➤ Check job boards for employer pain points

➤ Encourage students to publish projects

➤ Keep up with emerging trends

Comments/Questions?

Sunil Hazari
shazari@westga.edu
http://www.sunil.hazari.com/education