

CHRIST (Deemed to be University), Delhi NCR Campus

EVENT REPORT

Event Name: Value Added Course on Prompt Engineering for Generative AI

Venue: Room No. 520 A, Block A

Date: 23 - 25 January, 2025

Time: 9:00 am to 2:00 pm

Event Coordinators: Prof. Deepika Dhawan

Participants: Sem 6 BA in Media and Public Affairs (Hons.) students

Major Takeaways:

1. Enhanced understanding of generative AI and its applications in digital marketing and media communication.
2. Practical knowledge of prompt engineering techniques, enabling students to leverage AI tools effectively.
3. Exposure to real-world scenarios and industry practices from experienced professionals.

Impact Analysis: The impact analysis was conducted to evaluate participant feedback on the relevance, practicality, and delivery effectiveness of the Value Added Course on Prompt Engineering for Generative AI. The feedback revealed a positive response, with students acknowledging an increased understanding of generative AI applications in media and public affairs. The interactive format and industry insights provided by the experts were highly appreciated, reflecting the course's success in bridging academic learning with industry requirements.

Poster:



Department of English and Cultural Studies
School of Arts and Humanities
CHRIST (Deemed to be University)
Delhi NCR Campus

organizes

Value Added Course
on
**PROMPT ENGINEERING
FOR GENERATIVE AI**

Experts



Parikshit Khanna
Digital Marketing and Corporate AI Trainer



Deepika Dhawan
*Assistant Professor of Mass Communication
CHRIST (Deemed to be University), Delhi NCR*

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Non-Geo tagged Photos:



