

COURSE OUTLINE:

AI WRITING FOR PROFESSIONALS

COURSE SUMMARY:

This course helps professionals to use AI to write more effectively. Participants will learn how AI tools generate content, how to craft prompts and how to evaluate and edit AI-generated writing.

The course includes practical exercises that will help attendees integrate AI into their writing workflows. Participants of this course will leave with an improved understanding of how to use AI as an effective and supportive tool in writing.

LEARNING OBJECTIVES:

By the end of this short course, participants will be able to:

1. **Understand AI-assisted writing:** Understand how AI writing tools create content and what the limitations of these tools are.
2. **Create effective prompts:** Create prompts that produce accurate and relevant AI outputs.
3. **Evaluate AI outputs:** Learn how to identify generic phrasing & characteristics of AI-generated content.
4. **Edit AI Outputs:** Edit AI outputs while maintaining authenticity and credibility.
5. **Integrate AI effectively:** Learn how to incorporate AI into all phases of writing workflows.

SCHEDULE

Session	Theme & Content
Session 1: 08:30-09:30	Theme 1: Introduction to AI Writing • How does AI write? • What are the elements of AI writing? • What is the role of the user in AI writing? • “Writing Voice” & “Brand Voice” • Practical Exercise: Finding Your Brand Voice
Session 2: 09:30-10:30	Theme 2: Prompting • How to create the perfect prompt • The CRAFT method of prompting • Practical Exercise: CRAFTing the Perfect Prompt
Session 3: 10:30-11:30	Theme 3: The AI Accent • What is an “AI Accent” • Characteristics of the “AI Accent” • Practical Exercise: Spotting Characteristics of the AI Accent
Session 4: 11:30-12:30	Theme 4: Humanizing & Individualizing AI Outputs • How to edit & evaluate AI-generated outputs • How to humanize & individualize AI-generated content • Practical Exercise: Individualizing AI-generated Paragraphs

THEMES

Theme 1: Introduction to AI Writing

- LLMs & their limitations
- The three elements of AI writing: User, Prompt, Output
- MAPping your writing: Identifying the message, audience & purpose
- The role of writing voice & brand voice: What it is & what it looks like
- **Recommended Readings:**
 - Bender et al., 2021. On the dangers of stochastic parrots: Can language models be too big?
 - Kriss, 2025. Why does A.I. write like...that?
 - Jenkins, 2025. Voice In Writing: How to Find Yours.
 - Griffiths, 2026. Will human minds still be special in an age of AI?

Theme 2: Prompting

- How prompting determines the output
- The effects of simple prompts vs specific prompts
- How to create a good prompt for *Writing with AI*
- *Writing with AI vs Using AI To Write*
- The CRAFT Method for creating a writing prompt
- **Recommended Readings:**
 - Google, 2026. Prompt engineering: overview & guide
 - Unisa, 2026. AI (Artificial Intelligence): Advanced Prompting Techniques
 - Mollick, 2023. Working with AI: Two paths to prompting

THEMES

Theme 3: The AI Accent

- What is an “AI Accent” & how does it sound?
- Characteristics of the “AI Accent”
- How to spot the markers of the AI accent in writing
- **Recommended Readings:**
 - Alpern, 2026. The people getting falsely accused of using AI to write.
 - Bernoff, 2024. AI tools write with an “accent.” Here’s how to detect it
 - Thomas, 2025. Your algorithm has my accent, but not my permission
 - Chiang, 2023. Chat GPT is a blurry JPEG of the web.

Theme 4: Humanizing & Individualizing AI Outputs

- How to approach AI-generated output
- Humanizing vs Individualizing AI Output
- How to make writing sound less like AI
- How to write like you/your brand, when using AI
- **Recommended Readings:**
 - Writing Services, 2026. How to make your writing sound like you (not like AI)
 - Ward, 2022. 9 Ways To Insert Your Own Voice and Style Into Research-Based Nonfiction Writing
 - Haupt, 2026. Letting AI Do Your Work Erodes Your Confidence, According to a New Study
 - Bailey, 2025. How Grammarly Lauanders AI-Generated Content.
 - Kendro et al., 2025. Do LLMs produce texts with “human-like” lexical diversity?