

AI in Marketing: Practical Applications, Prompting, and Business Strategy

Instructor: Dr. Ronda Mariani

Format: In-Person Half-Day Workshop (3 Hours)

Workshop Style: Interactive, Applied, Hands-On Learning

Workshop Overview

Artificial intelligence is rapidly transforming how organizations communicate, market, sell, and engage with customers. For small and mid-sized manufacturers, AI presents significant opportunities to improve efficiency, streamline communication, support sales efforts, and strengthen marketing strategies without requiring large teams or extensive technical expertise.

This workshop is designed specifically for professionals seeking practical, approachable ways to integrate AI into marketing and business workflows. Participants will explore real-world use cases, learn effective prompting strategies, and gain experience building and interacting with AI Agents tailored to organizational needs.

The session focuses on practical application rather than technical complexity, helping participants understand how AI Agents can support business growth while maintaining human oversight, brand integrity, and strategic decision-making.

Workshop Learning Objectives

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

- Understand how AI is reshaping marketing and customer communication within manufacturing environments
- Identify practical AI use cases that support marketing, sales enablement, and operational efficiency
- Apply structured prompting techniques using the TRACI framework
- Create more effective AI prompts aligned with business goals and audience needs
- Explore how AI Agents can support internal workflows, customer interaction, and content development
- Evaluate opportunities and limitations of AI within organizations
- Identify practical next steps for responsible AI adoption within existing workflows and resources

Workshop Agenda

Total Time: 3 Hours

Welcome and Introductions (10 Minutes)

- Workshop objectives
- Participant introductions
- Current AI experience and expectations

Module 1 — AI Opportunities for Manufacturing Organizations (30 Minutes)

Topics Covered

- Why AI matters for manufacturers today
- Where organizations are seeing the greatest value
- Examples from sales, customer communication, marketing, training, and operations
- Identifying repetitive tasks and communication bottlenecks

Interactive Discussion

- What tasks consume the most employee time?
- What communications are repeated regularly?
- Where are the greatest opportunities for efficiency gains?

Module 2 — Prompting for Better Results: The TRACI Framework (55 Minutes)

Topics Covered

- Why prompt quality matters
- Understanding the TRACI Framework
 - T — Task
 - R — Role
 - A — Audience
 - C — Create
 - I — Intent

Hands-On Activities

- Transform weak prompts into effective prompts
- Create prompts for:
 - Customer communications
 - Sales outreach
 - Product descriptions

- Proposal development
- Internal communications

Participant Takeaway

- TRACI Prompt Guide
- Manufacturing Prompt Templates
- Prompt Development Worksheets

Break (15 Minutes)

Module 3 — Building AI Agents for Business (40 Minutes)

Topics Covered

- What AI agents are
- Internal and customer-facing AI agents
- Applications for:
 - Sales support
 - Customer service
 - Training and onboarding
 - Knowledge management
 - Marketing assistance

Live Demonstration (Open AI GPTs)

Dr. Mariani will demonstrate the creation and use of a business-focused AI agent designed to support a manufacturing organization. OpenAI technology will be used.

Discussion Topics

- Benefits and limitations
- Human oversight and quality control
- Responsible AI use
- Aligning AI agents with organizational goals

Module 4 — Developing Your AI Action Plan (25 Minutes)

Participants will complete a simple AI Opportunity Planning Worksheet:

- One repetitive task to improve
- One communication process to streamline
- One prompt they will implement immediately
- One potential AI agent for their organization
- One measurable business outcome to track

Facilitated Discussion

- Share ideas and opportunities
- Discuss implementation barriers
- Identify next steps

Final Q&A and Wrap-Up (15 Minutes)

Participant Takeaways

- AI Opportunity Worksheet
- TRACI Prompt Framework
- Manufacturing Prompt Examples
- AI Agent Planning Guide
- Action Plan Template

Instructor Bio

Dr. Ronda Mariani is a Professor of Marketing, speaker, and researcher specializing in digital marketing, emerging technologies, and workforce readiness. With more than 20 years of experience in marketing and advertising, Dr. Mariani brings deep industry and academic expertise to her work. She helps organizations apply artificial intelligence in practical, business-focused ways, particularly in areas such as customer communication, content strategy, and marketing effectiveness.

Her work bridges academic insight with real-world application, focusing on how AI is reshaping creativity, consumer behavior, and business strategy. She is known for translating complex concepts into clear, actionable approaches that align with existing workflows and resources, particularly for small and mid-sized organizations.

Dr. Mariani leads East 2nd Street Digital at Commonwealth University of Pennsylvania, a student-led agency that connects real clients with emerging talent while delivering workshops and consulting on digital marketing strategy and the responsible use of AI in business.