Program Description: Six-Week Continuing-Education Course

Marketing a Message in the Age of AI · For continuing-education schools, professional associations and certificate programs. Items in square brackets are for you to fill in. Full details are in the six-week syllabus; check your own CEU rules before advertising the 1.5 CEUs.

Field	Detail
Program title	Marketing a Message in the Age of AI
Provider	[Your institution or association]
Format	Six weekly 2.5-hour sessions, in person or live online. A self-paced version with two live calls is possible
Contact hours	15
Continuing-education units	1.5 CEUs (one CEU per 10 contact hours)
Audience	No prerequisites. Staff and volunteers who do communications, fundraising, outreach or program work for organizations with a message, in fields such as wellness, personal development, conflict resolution, public health, humanitarian work, social and civic causes, literacy and philanthropy
Required text	J.M. Bonthous, Marketing a Message in the Age of AI (Sky7 Media). The only cost to participants besides any course fee
Course materials	Provided at no cost and sent on request to verified instructors at www.sky7media.com/course; the instructor registers the course before teaching: syllabus, slides with speaker notes, templates, rubrics, and course modules ready to import into Canvas, Moodle, Blackboard or D2L. Questions: info@sky7media.com

Description (50 words)

How organizations with a message get found, trusted and joined, and keep the people who join, now that AI assistants increasingly answer first. Participants audit how AI assistants describe their organization, run one honest test, remove dead ends and pressure, and leave with a 30-day plan.

Learning outcomes

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

1. Diagnose what holds their organization back (awareness, relevance, credibility, the offering, or the experience after discovery) before recommending any spending.
2. Assess how search engines and AI assistants find, describe and cite their organization, and make its key pages easier to retrieve and harder to misdescribe.
3. Distinguish their organization’s own voice from independent corroboration, and plan how to answer critics openly.
4. Map the routes from first encounter to participation, and remove dead ends and pressure along them.
5. Run an honest test, read its result on the right rung, and write a 30-day plan their organization could adopt.

How each outcome is assessed

Outcome	Search and AI audit	Live test	30-day plan	In-session workshop
1. Diagnose the constraint			●	Week 1
2. Search and AI	●		●	Week 2
3. Corroboration and critics			●	Week 3
4. Routes and pressure			●	Weeks 4–5
5. Test and plan		●	●	Week 6

Assignments are done on the participant's own organization and graded on a four-criterion rubric: evidence, right rung, fidelity, usability.

Schedule

Week	Topic	Book
1	Before you optimize, and the foundations	Part I and Part II (Ch. 1–12)
2	Being found: search and AI	Part III (Ch. 13–22)
3	Being believed: corroboration and critics	Part IV (Ch. 23–28)
4	Routes to participation	Part V (Ch. 29–33)
5	Nurture, from arrival to advocacy	Part VI (Ch. 34–41)
6	Measurement, rhythm and the long game; 30-day plan presentations	Part VII (Ch. 42–47) and Conclusion

Each session: 30 minutes on the reading, a 75-minute workshop, and 45 minutes on the participant's own organization. About 4 hours of work between sessions.

Completion requirements

- Attend at least five of the six sessions (live or, for the self-paced version, the two live calls plus all recorded sessions).
- Submit the three assignments: a search and AI audit (week 4), a live test report (week 6), and a 30-day plan with a 10-minute presentation (week 6).
- Reach the Adequate level or better on the course rubric for each assignment.
- If graded: 30 percent for each assignment, 10 percent for participation and reading responses.

Instructor qualifications

- Experience, ideally five years or more, in communications, fundraising, outreach or program work for a foundation, cause, public agency or similar organization, or experience teaching it.
- Regular use of AI assistants and search, and willingness to try each week's exercise before teaching it. No technical background in search engine optimization or coding is required.

Confidentiality. Participants may share internal messages and figures in class; the group agrees at the first session that nothing leaves the room. Tests are run only with the participant's organization's approval. No interviews with the public are required.