

Guide and Expert Examples

AI Prompts for Course Creation





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Think of AI not as a magic box, but as a brilliant, yet inexperienced, instructional design assistant. It has vast knowledge but lacks the context of your specific course, audience, and goals. Your prompts are the instructions you give this assistant. The clearer and more detailed your instructions, the higher quality the work it will produce.

Three Principles to Make AI a True Instructional Partner

To transform AI from a generic researcher into your dedicated course-creation partner, follow these three core principles.

1. Provide Context: Set the Stage for Success

AI needs a project brief. Without context, its responses will be generic and hard to use. Set the scene so the output is relevant and tailored from the first word.

Don't just say:

“Write a lesson plan on negotiation.”

Do provide a detailed scenario:

“Act as if you are a senior corporate trainer specializing in sales. You are creating a 90-minute virtual workshop for mid-level sales representatives who have at least three years of experience. The goal is to move them beyond basic price haggling and into value-based negotiation.”

2. Be Specific: The Devil is in the Details

Vague prompts lead to vague results. Precision turns a rough draft into something you can use. State exactly what you want, including length, format, and style.

Don't just say:

“Give me some quiz questions.”

Do provide a detailed scenario:

“Using the lesson on value-based negotiation, create five multiple-choice quiz questions to test comprehension. Each question must have four options (A–D), only one correct answer, and a brief explanation for why the correct answer is right. Format them exactly like this example: (provide an example).”

3. Build on the Conversation: Collaborate and Refine

You don't need a single perfect prompt. Start with a solid foundation and then iterate, just as you would with a colleague. This is where you refine ideas, adjust direction, and add layers of complexity.

Step 1 The Foundation Prompt:

Act as a curriculum designer. Propose three module structures for a four-week online course on Digital Marketing for Small Businesses.

Step 2 Build and Refine: After the AI responds, you might say:

I like option 2, but let's change the audience from 'small business owners' to 'artisans and craftspeople.' Please rewrite the module titles and weekly objectives for this audience, focusing on storytelling and selling on platforms like Etsy.

Step 3 Give Direct Feedback: If the AI makes a mistake, say so.

The section on SEO is too technical. Simplify the language for beginners and use an analogy to explain keyword research.

The Complete AI Prompt Toolkit for Course Designers

Use these expertly crafted AI prompts to design, develop, and enhance every aspect of your course creation process.

1. Course Content and Key Concepts

Act as an instructional designer and explain the key points, concepts, and principles related to [COURSE_TOPIC]. Provide concise, easy-to-understand explanations that simplify complex ideas.

2. Course Outline

You are an expert instructional designer with advanced knowledge of learning concepts, curriculum design, and educational technology. Your task is to create a detailed, innovative course outline based on the information below.

Course Topic: [COURSE_TOPIC]

Target Audience: [TARGET_AUDIENCE]

Learning Objectives: [LEARNING_OBJECTIVES]

Before creating the outline, conduct a thorough instructional design analysis within `<instructional_design_analysis>` tags.

Consider:

1. Topic relevance and significance to the audience
2. A breakdown of learning objectives into measurable outcomes
3. A detailed audience profile (background, motivations, challenges)
4. Three instructional strategies appropriate for the topic and learners
5. Two innovative teaching methods or technologies to enhance learning
6. Accessibility and learning style considerations
7. Formative and summative assessment methods
8. Real-world application opportunities
9. Potential challenges and solutions
10. Differentiation and personalization strategies

After the analysis, present a detailed course outline that includes:

1. An engaging course title
2. A course description (2-3 sentences)
3. Three to five modules, each with:
 - Module title
 - Learning objectives
 - Key topics
 - Duration
 - Delivery methods
 - Suggested activities
 - Assessment methods
 - Module rationale

Ensure the final design is comprehensive, effective, and consistent with instructional best practices.

3. Improve Readability

Act as an instructional designer and simplify the following complex or technical content: [COMPLEX_DOCUMENT_TEXT].

Improve readability by:

- Replacing jargon with plain language
- Using short sentences
- Structuring content with logical flow and transitions

Return the revised version with improved clarity and stronger learner engagement.

4. Learning Objectives

Generate concise and measurable learning objectives for a course module on [COURSE_TOPIC] designed for [TARGET_AUDIENCE]. Ensure each objective follows the SMART framework: Specific, Measurable, Achievable, Relevant, and Time-bound.

5. Microlearning Strategy

Act as an instructional designer and develop a microlearning strategy to strengthen employee skills in [SKILL_AREA].

Include:

- Recommended microlearning formats (e.g., videos, infographics, mini-quizzes)
- Suggested platforms or tools for delivery
- A plan for reinforcement and spaced repetition

6. Real-World Scenarios and Case Studies

Create engaging, realistic scenarios or case studies for a [COURSE_TOPIC] training program. Explain how these examples connect to the [LEARNING_OBJECTIVES] and how they encourage discussion, problem-solving, and critical thinking.

7. Simple Multiple-Choice Questions

Create ten multiple-choice questions on [COURSE_TOPIC]. Each question should:

- Cover key concepts and essential knowledge
- Include one correct answer and three believable distractors
- Vary in difficulty
- Avoid trick questions or ambiguity
- Randomize correct answer placement

8. Quizzes and Assessments

Design an engaging quiz or assessment for [COURSE_TOPIC] to measure understanding and application.

Include:

- A mix of question types (multiple choice, true/false, and short answer)
- Feedback for each question
- A suggested grading rubric

9. Assessment Strategy

Act as an instructional designer and develop a comprehensive assessment strategy to evaluate the learning outcomes of [COURSE_TOPIC] for [TARGET_AUDIENCE].

Include a balanced mix of assessment types: formative, summative, peer, and self-assessments.

Explain how each type supports different stages of learning. Recommend the most effective tools and platforms for implementing these assessments, and describe how feedback can help improve learner performance and engagement.

10. Course Engagement Plan

Design an engagement strategy to keep learners motivated throughout the [COURSE_TOPIC] course. Include techniques such as gamification, social learning, progress tracking, and ongoing feedback.

11. Course Marketing Description

Write a persuasive course description for [COURSE_TOPIC] that appeals to [TARGET_AUDIENCE].

Use a professional but engaging tone and include:

- The problem your course solves
- Key outcomes learners will achieve
- What makes your course unique

12. Accessibility and Inclusivity Audit

Act as an instructional designer specializing in accessibility. Review the course content for [COURSE_TOPIC] and suggest improvements to make it inclusive for learners with diverse needs (visual, auditory, cognitive, or physical).

Pro Tips for Fixing AI-Generated Fluff

AI often uses filler phrases and fancy words to sound impressive, but they often add zero substance. Your job is to be the editor. Here's how to spot the fluff and cut it.

1. Spot the Empty Phrases and Delete Them

If you see these, just delete them. They're placeholders, not content.

- "In the ever-evolving landscape of..."
- "It is crucial to recognize that..."
- "Navigating the complexities of..."
- "Let's delve into the intricacies of..."
- "Embark on a journey to..."

What to do instead: Start with the point. Instead of "In the ever-evolving landscape of digital marketing, it is crucial to recognize...", just say "Good digital marketing requires..."

2. Kill the Poetic, Unrealistic Language

AI loves metaphors that sound profound but mean nothing. If it wouldn't come up in a real conversation, scrap it.

- "A tapestry of innovation"
- "A symphony of data"
- "Harnessing the power of "

What to do instead: Be specific. Did you "weave a tapestry of innovation," or did you "combine customer feedback with user data to design a new feature"? Use the latter.

3. Swap AI's “Smart” Words for Human Ones

AI leans on a few buzzwords to sound authoritative. They make your writing feel corporate and cold.

Use:

- **“Use”** instead of **“leverage”**
- **“Work together”** or **“fit well”** instead of **“synergy”**
- **“Change”** or **“improvement”** instead of **“paradigm shift”**
- **“Strong”** or **“reliable”** instead of **“robust”**
- **“New”** or **“novel”** instead of **“unprecedented”**

4. Vary Your Sentence Rhythm

Read your work aloud. Does it sound flat and repetitive? AI often writes that way.

Mix it up. Follow a long, detailed sentence with a short, punchy one.

Change your openings. If every paragraph starts the same way (“The platform enables...” or “The system helps...”), rewrite a few to break the pattern.

5. Use Words You'd Actually Say

This is the simplest and most effective test. Read a sentence and ask yourself: “Would I say this to a colleague?”

If the answer is no, rewrite it:

- **“Facilitate knowledge transfer”** becomes **“help people learn”**.
- **“Optimize learning delivery”** becomes **“make training more effective”**.

Your new rule:

If a phrase doesn't add a concrete fact, a clear explanation, or a useful detail, it's fluff. Cut it. Your learners will appreciate the clarity.

We hope this guide serves you well. If you found it useful, please share it with a colleague.

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