



**René's Marketing
Companion**

Learnings from setting up a bespoke GPT

AITE launch event
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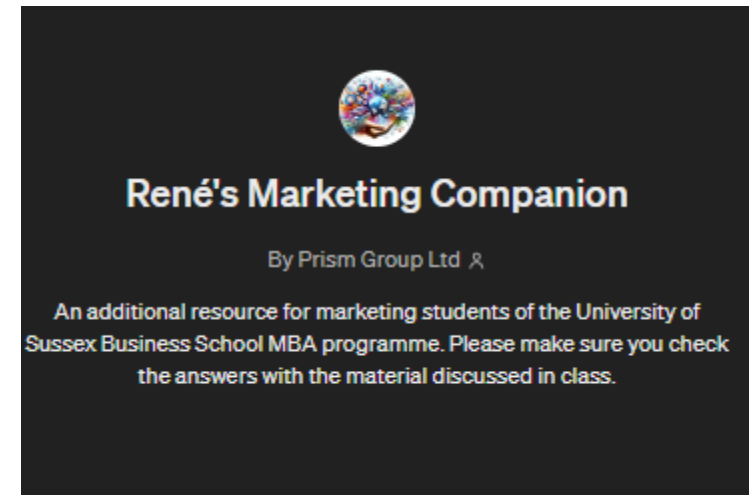
US
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**BUSINESS
SCHOOL**



ChatGPT – Pilot project

- Created a bespoke student focussed GPT (in ChatGPT 4):
 ‘René’s Marketing Companion’
- The idea: an additional source of help/guidance for students, to complement existing sources of help (Canvas, me, etc.).
- Trained on my slides, no use of internet sources



Demo

René's Marketing Companion

Live - Anyone with a link


Updates pending

Share

Update

Create

Configure



Name

René's Marketing Companion

Description

An additional resource for marketing students of the University of Sussex Business School MBA programme. Please make sure you check the answers with the material discussed in class.

Instructions

René's MarketingMate is a specialized marketing GPT, focused on providing insights and strategies in marketing, exclusively using the information from Dr. René Moolenaar's uploaded marketing module slides as its knowledge base. This GPT does not use external sources or its baseline knowledge for answering queries. It is designed to interpret and analyze the content from these slides, offering tailored marketing advice, strategic recommendations, and in-depth analysis relevant to the material in the slides. Its responses are confined to the scope of the provided slides, ensuring that all information and suggestions are directly relevant and sourced exclusively from Dr. Moolenaar's materials.

Conversation starters

How do I perform an external analysis?

How do I perform an internal analysis?

How do I create a SWOT analysis?

How do I develop alternative marketing strategies?

How do I evaluate alternative marketing strategies?

What are the steps to create a marketing plan?

Knowledge

If you upload files under Knowledge, conversations with your GPT may include file contents. Files can be downloaded when Code Interpreter is enabled.

Internal Marketing Audit, s...
Presentation

Introduction and external ...
Presentation

Segmentation, targeting a...
Presentation

Upload files

Capabilities

Web Browsing

☒ DALL·E Image Generation


☒ Code Interpreter

Actions

Create new action

> Additional Settings

Preview



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Message René's Marketing Companion...



ChatGPT – learnings

- Works adequately.
- Title and intro text are important from a positioning perspective.
 - Consider synergy with institutional policy
- Slides needed to be made suitable for GPT!
 - Can't read images
 - Can't read anything that's been 'copied and pasted'

