CORSEN AI Academy

ChatGPT for SMBs

Course syllabus

Version 2026-11

Overview

Deploy ChatGPT in your SMB: marketing, sales, customer service, HR, and a 30-day deployment plan.

Learning objectives

- Choose the ChatGPT subscription suited to the size and needs of an SMB
- Select the first use cases to test based on their impact and ease of implementation
- Produce marketing content, social posts, and sales emails at the company's pace
- Equip customer service, HR, and administrative management with dedicated assistants
- Build a 30-day deployment plan including team training and ROI measurement

Audience and prerequisites

Non-technical professionals—executives, managers, marketing, HR, legal—looking to integrate ChatGPT into their daily work.

No technical prerequisites. A computer, internet connection, and an account on the relevant platform are sufficient.

Duration and format

Estimated duration : 1 h 45 min. 100% online self-paced course, accessible 24/7 from a browser. Progress saved, resume anytime. Estimated duration: 1 h 45 min.

Content

- Getting Started with ChatGPT in SMBs (3 lessons)
- Marketing and Sales (4 lessons)
- Daily Operations (4 lessons)
- Deployment (3 lessons)

Assessment

Application exercises provided throughout the lessons. Each lesson ends with its Key takeaways, supporting self-assessment. A final quiz of 5 corrected questions, at the end of the last lesson, validates acquired skills for the certificate of completion.

Accessibility

Self-paced course accessible to individuals with disabilities: text content compatible with screen readers, keyboard navigation, and compliant contrasts. For any accommodation needs, email hello@corsen.ai.

Price and recognition

Free

Certificate of completion issued by Corsen AI.

Access time

Immediate after account creation and email confirmation.

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