

Putting Generative AI to Work in Marketing

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TOP 20 in the **NATION**

Copywriting

Creating a structured prompt...

Program/field	job title	working in	performing the duties of	using	to produce	Additional keywords
Fashion Design and Fashion Merchandising	fashion designer, apparel maker, merchandise displayer, retail buyer, retail supervisor	fashion, retail, education, consulting	pattern making, material sourcing and purchasing, apparel manufacture, prototype construction, concept sketching, pattern adjustment, sales	computers, sewing machines, fabric pencils, scissors, marketing information	apparel patterns, supplies for apparel manufacture, market analysis reports, test pieces	creative, flexible, hands-on

Final copy

Aviation Management Careers

If you are interested in the business and operational aspects of the aviation industry, aviation management offers a dynamic and rewarding path. As a professional in this field, you are responsible for ensuring the safe, efficient, and profitable operation of airports, airlines, and other aviation-related organizations. In Chicago, one the nation's major air travel hubs, the demand for skilled aviation managers is strong.

REQUEST INFORMATION

Responsibilities

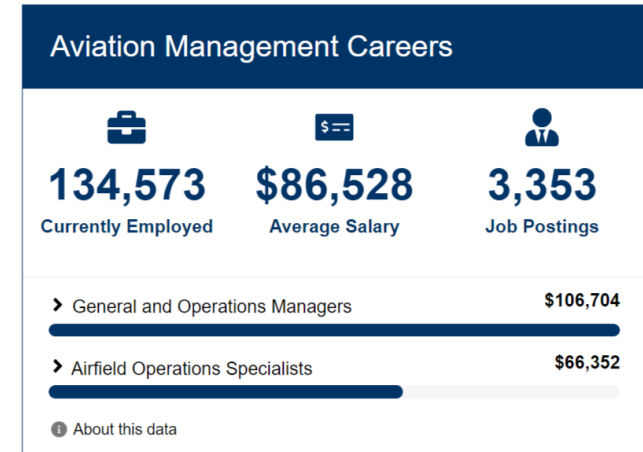
Aviation managers perform a variety of tasks crucial to the smooth operation of aviation facilities and services. Key responsibilities include:

- **Airport Operations Management:** Overseeing day-to-day airport operations, including security, ground services, and passenger handling.
- **Airline Management:** Managing the logistics, scheduling, and operational strategies of airlines to ensure profitability and customer satisfaction.
- **Safety and Compliance:** Ensuring that all aviation activities comply with federal, state, and local regulations, as well as international aviation standards.
- **Financial Planning and Budgeting:** Developing budgets, managing finances, and optimizing operational costs to ensure financial health.
- **Customer Service Management:** Implementing strategies to improve passenger experience, including managing complaints and ensuring high standards of service.

Work environments

Aviation managers work in a variety of environments, depending on their specific role within the industry. Common work settings include:

- **Airports:** Large and small airports require managers to oversee operations, manage staff, and coordinate with airlines and regulatory bodies.
- **Airlines:** Airline managers work in corporate offices or at airports, focusing on logistics, scheduling, and customer service.



Graphics

Summer Concert Series Graphics

Produced by Megan Ohlsen, Senior Graphic Designer



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AI Learn and Share: Empowering Higher Ed Advancement Professionals (Oct. 3, 2024)



Next steps for past student aides...



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Using AI Ethically

- AI is often wrong
- Has built-in biases
- Can use copyrighted source data
- We must protect sensitive info

Thank You!