# Juan Pablo's AI-Assisted Cover Letter

In order to prepare for this assignment, READ the information contained in the document “[Streetcrafter Background](https://docs.google.com/document/u/0/d/1UjojrPnS-FNxVhntSsBCNWZvjtanAKyLzqu-aAOOK3w/edit).” You will also need the functional resume that you created in [Part 1](https://docs.google.com/document/d/1Vj6jd62ez-idK_C_v4kT8RMuhur-_MIUDxEEBoXs4tc/edit) of this assignment.

## Preparing to Use AI Tools

### **Understanding AI language models**

Unlike traditional marketing tools that primarily rely on data analysis and historical trends, AI tools like [ChatGPT](https://chat.openai.com/) and [Claude](https://claude.ai/) are designed to generate human-like text responses. These AI language models can be used to understand and generate natural language, making it highly versatile for a wide range of uses, from answering questions to assisting with content creation. AI’s ability to learn from a vast body of text allows it to provide informative, contextually relevant responses across diverse topics.

You input directions, instructions, or a question and the AI tool generates a response. The input that you give to the AI tool is called a prompt.

### **Writing Effective Prompts**

* Be Clear and Specific
  + Example: Instead of "Tell me about entrepreneurship," use "I am planning to start a small business that sells camping gear. I am going to sell only online. Provide me a list of topics that are important to consider while I am in the planning stage."
* Provide context
  + Example: Instead of “Give me examples of how to market biodegradable packaging,” use "You are an expert in marketing. I am working on a new material that will use recycled paper and beeswax and turn them into packaging that can be composted. This material will be used to package food. Suggest 5 different marketing strategies for biodegradable packaging that will be popular with market segments composed of different generational groups."
* Iterative Approach
  + Example: Initial prompt: List 10 innovative marketing strategies used in social media marketing.
  + Example: Follow-up: Of these strategies, which are most effective for health and wellness products?

### **Verifying AI-Generated Information**

* Cross-Check Facts. Do not assume that AI generated output is accurate or authentic. AI often makes up fictional responses to answer questions. Because you cannot be certain of the source of the AI’s output, it is important to verify AI responses with credible sources.
* Critical Thinking. While its responses may seem like AI is doing analysis and critical thinking, the AI tool is actually programmed to respond to your prompt based on patterns in language. It is analyzing those language patterns to generate a response. This is very different from the synthesis of information and critical thinking about concepts that your human mind does naturally. You have to review each response and evaluate the plausibility and accuracy of AI responses and whether they logically make sense.

### **Acknowledging Use of AI**

Your use of AI should be disclosed so that you are not taking credit for work that was not created by you. Use your instructor’s preferred method of acknowledgment.

## Instructions

Since you helped Trent create an impressive functional resume, he has returned again for your help with crafting a great cover letter for a local EV research organization's [summer EV internship program application.](https://docs.google.com/document/d/1sk3tc-l5Jc-Q9RpfD1vXrT9PdWTLSDjE0cw0auHaOmw/edit#heading=h.k099tchs8jt0)

A cover letter is not supposed to repeat what is already in your resume. Instead, you want to highlight specific examples to showcase how you are the best applicant and that you are excited about the organization’s culture and values. The program specifically says the letter should address, “your interest in EV’s and the specific career areas you'd like to explore.”

Once again, let’s use [ChatGPT](https://chat.openai.com/) to see if we can create a cover letter to match his impressive resume.

1. Combine information that you know about Streetcrafter and Trent to create a prompt to give to ChatGPT. You will want to give as many details as possible. Try altering how you describe Trent’s job and interests to see how that changes AI-generated text.  
     
   **Example prompt**  
   I am the Order Fulfillment Assistant at Streetcrafter. [Insert a description of Streetcrafter plus everything that you know about what Trent does at work.] I am interested in working in my EV Tech Company because [insert a reason]. My career interests include [insert a description] Draft a cover letter that highlights how my interests and job experience align with this internship: [Insert text copied from the [Tech Internship](https://docs.google.com/document/d/1sk3tc-l5Jc-Q9RpfD1vXrT9PdWTLSDjE0cw0auHaOmw/edit).]
2. Now take the best content generated by the AI tool and customize it further for Trent. Submit the completed document. Make sure that the tone of the letter is professional and respectful. Remember, if the cover letter is successful, Trent will likely meet and be interviewed by the person who reads the letter. Even though you used AI, you want to make sure the letter conveys Trent’s authentic voice and doesn’t sound like it comes from a robot.
3. Do you think this process of letter writing could be helpful in your own job search? Explain what aspects you would find helpful.

## 

## Rubric

|  | Excellent | Good | Fair | Inadequate |
| --- | --- | --- | --- | --- |
| **Writing and Communica-**  **tion** | Superior grammar, structure and organization with no typos | Good grammar, structure, and organization with few typos | Poor grammar and/or some typos resulting in weak communication | Lack of clarity, grammar is confusing, and/or many typos resulting in poor presentation of thinking |
| **Understanding** | Submission is comprehensive and detailed | Submission is relevant but not comprehensive | Demonstrates limited or superficial understanding of the concepts underlying the assignment | Demonstrates no or minimal awareness of the concepts underlying the assignment |
| **Application and Analysis** | Demonstrates outstanding ability to synthesize concepts, relates theory to practice, and uses a wide range of supporting evidence | Demonstrates the ability to analyze and synthesize, making use of relevant supporting evidence | Demonstrates limited analysis and some use of supporting evidence | Does not use critical analysis and/or fails to use supporting evidence |

## 

**Authored by**: Lumen Learning. **License**: [*CC BY: Attribution*](https://creativecommons.org/licenses/by/4.0/)