COURSE TABLE OF CONTENTS

Perplexity.ai Essentials

OEM: Koenig Original • Duration: 3 Days (24 hrs)

COURSE MODULES & TOPICS

Module 1: Introduction to Perplexity AI

- Overview of Generative AI
- AI-powered search fundamentals
- Perplexity architecture and features
- Account configuration
- Subscription plans

Module 2: Search Techniques and Prompt Engineering

- Natural language queries
- Search refinement methods
- Contextual prompting
- Follow-up questions
- Query optimization
- Advanced prompting techniques

Module 3: Research and Information Discovery

- Web research strategies
- Academic research methods
- Industry research approaches
- Source discovery
- Citations and references
- Information validation

Module 4: Advanced Search and Deep Research

- Pro Search features
- Deep Research workflows
- Complex queries
- Multi-source research
- Comparative analysis
- Research workflows

Module 5: Spaces and Knowledge Management

- Using Spaces
- Organizing research
- Contextual instructions
- File uploads
- Document-based queries
- Knowledge repositories

Module 6: Document Analysis and Content Creation

- PDF analysis
- Document summarization

- Extracting insights
- Structured reports
- Presentations
- Business documentation
- Content generation

Module 7: Business and Professional Applications

- Market research
- Competitor analysis
- Product research
- Technology evaluation
- Project research
- Strategic decision support

Module 8: Advanced Practical Project

- Conduct end-to-end research
- Validate sources
- Prepare a business intelligence report
- Present findings