

# Preparing the Next Generation for AI in the Workplace

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About Me

Context

Future Skills

Responsible  
AI

Sample

# About Me

- Lecturer in Marketing & Portfolio Lead Marketing and Place at the University of Plymouth
- Teaches Marketing Research, Behavioural Economics, and AI Adoption
- Passionate about AI in education – helping students harness generative AI for creativity and career readiness
- Research interests include tech-enhanced marketing, consumer heuristics, and AI in higher education





# Context

## Sam Altman: The Figure It Out Fallacy

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**Television:** Introduced for global entertainment.  
**Unintended Consequence:** The "quiet" family dinner.





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**Social Media:** Introduced for human connection.  
**Unintended Consequence:** A mental health and disinformation crisis. **A tool to be disconnected.**



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In all cases, the challenge was not the **"invention"**. It was the **"human integration"**.

AI is no different. We are still early in its adoption, which means we have a window of opportunity.

As educators, we can shape its integration and ensure it is used responsibly.

# Future Graduate Skill Set



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Predicting the Unpredictable Workplace

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## Predicting the Unpredictable Workplace

*"Job titles may persist, but the underlying work will transform dramatically."*

We cannot predict the exact job titles of 2035. But we can predict the potential shift in the work itself.

This means our focus must shift:

- From: Training for **specific, known roles** (which are unpredictable).
- To: Building **durable, transferable skills** (which are relevant regardless of the technology).

# Future Graduate Skill Set

## Predicting the Unpredictable Workplace

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The skills that are easiest to automate become commodities, while the value of uniquely *human* skills rise.

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## Predicting the Unpredictable Workplace

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The skills that are easiest to automate become commodities, while the value of uniquely *human* skills rise.

Our educational response must be to focus on building these "human-centric" competencies:

### Curiosity & Agency

The drive to learn, experiment, and take initiative.

### Critical Thinking & Problem Definition:

The ability to critically evaluate and ask the right questions.

### Emotional Intelligence (EQ)

Empathy, collaboration, and genuine human connection.

### Adaptability & Humility

The resilience to change and the awareness that we do not know everything.

# Future Graduate Skill Set

## The "Jack of all Trades" Revolution

*"A jack of all trades is a master of none, but oftentimes better than a master of one."*



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## The "Jack of all Trades" Revolution

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We are starting a fundamental shift in educational strategy.

- **The Old Model (Specialist):** Education focused on creating "specialists" with deep, specific domain knowledge.
- **The New Model (Generalist):** When AI can be a specialist in any domain, the greater value shifts to the human who can be an adaptable generalist.

We must focus on the **skill of the human** (applying knowledge, synthesis, critique) rather than just the **understanding of a specific domain**.

# Future Graduate Skill Set

## Employability & Distant Future Outlook



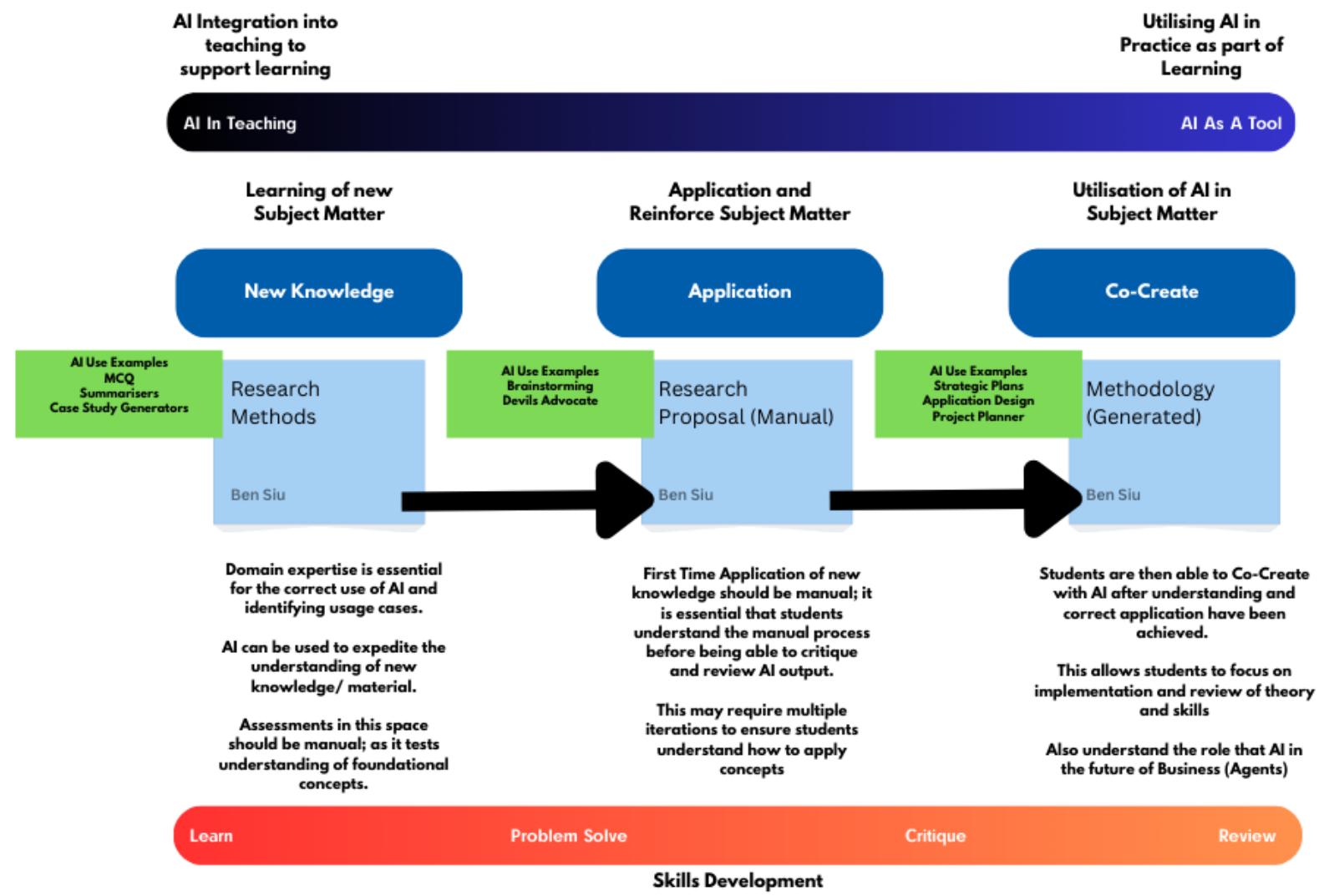
- **The Skill Gap:**
  - There is a massive shortage of "**Verifiers**"—professionals who understand marketing deeply enough to spot when an AI is hallucinating.
- **The Role of the Orchestrator:**
  - Your future value lies in your ability to design workflows that use *AI for the "legwork"* while you provide the *"strategic judgment."*
- **Entrepreneurial Mindset:**
  - Even in corporate roles, "Venture Creation" skills (speed, agility, and risk management) are highly sought after in 2026.

# Responsible Use of AI

## Key Principles

- **Transparency and Disclosure** on AI use by students and staff
  - *If you are afraid to disclose it, you are likely over-relying on it.”*
- **Inclusivity** when selecting AI tools
  - No expectation for students to use paid tools, all activities are designed with the limits of free tools
- **Education on Privacy and Training** when opting to use tools
  - Students are made fully aware of tools that will be used in class and the potential issues surrounding privacy and training data
- **Establishing Frameworks** to aid students correct use of AI
  - For example: 4S (Source, Sense, Stakes, Second Opinion)
- **Opt out;** providing oppourunties for students to opt out of using AI

# AI Integration: Teaching and Assessment



**Always Consider**

- What the Human Will Do
- Whether They Are Able To
- What Should The AI Do
- How Does The AI Assist The Human

The Human is Accountable for AI

# AI Integration in Teaching

# HUMAN VS AI – WORKING IN PAIRS

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You have crafted a brief using your own analysis. Now, you will act as a manager, instructing an AI to perform the same task. Your goal is to guide it to a high-quality outcome and evaluate its performance.

- **Design Your Prompt** (Round 1):
  - Using the CTO+ECH framework, write a detailed prompt to instruct an AI to draft the Mayajoy brief. Use the insights from your own human-written version to provide Context.
- **Generate & Critically Compare:**
  - Input your prompt and generate the AI's version. Compare it side-by-side with your own.
- **Discuss:** What was better in the AI version? What was worse? What did you dislike about its choices (e.g., its justification for the priorities)? Where did your human insight provide more value?
- **Refine & Re-Generate** (Round 2):
  - Based on your comparison, answer this question: "How would we refine our original prompt to get a better outcome faster?"
  - Make one round of changes to your prompt to be more specific, add more context, or correct the AI's first attempt. Re-run the prompt and see if the output improves.

# Samples

# THE RESEARCH DESIGN KNOWLEDGE GAME!

It's time to put your knowledge to the test! We're going to play an interactive game where you'll face off against our custom AI game show host.

## The Goal

Your mission is to score 3 points by correctly identifying the right research design for a series of challenges.

## How to Play

1. Use your phone to scan the QR code below or find the URL on the DLE.
2. The AI host will greet you and present a research scenario.
3. Read the scenario and choose the correct design: Exploratory, Descriptive (Cross-Sectional), Descriptive (Longitudinal), or Causal.
4. You get +1 point for a correct answer and -1 point for an incorrect one.
5. Reach 3 points to win the game and claim victory!



# Samples



 NotebookLM

# DIGITAL WRITING RETREAT

Using NotebookLM  
for Literature  
Reviews

MKT6001

# Samples

# Customer Intelligence with AI

Understanding Who You Serve, What They'll Pay, and What You're Deciding Despite Not Knowing

# Prototyping Your Venture with AI

Translating Strategic Intent into Tangible Assets

# Building AI Assistants

From Consumer to Creator: Building AI Tools That Serve Your Venture

# Validating Problems with AI

Oppourtunity Evaluation; First Principles and AI as your Sceptic

# Samples

# Thank You For Listening

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