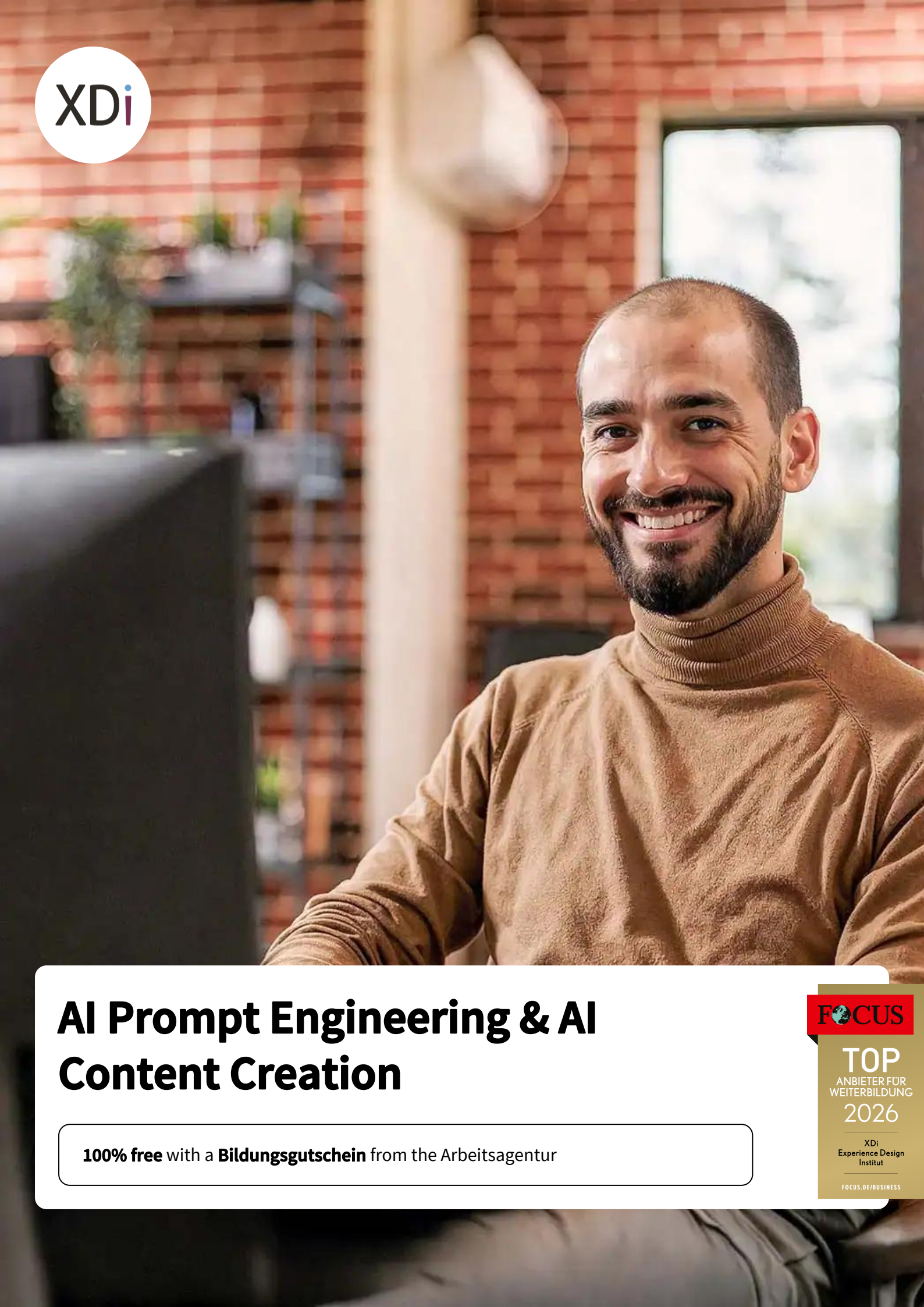


AI Prompt Engineering & AI Content Creation

100% free with a **Bildungsgutschein** from the Arbeitsagentur

FOCUS
TOP
ANBIETER FÜR WEITERBILDUNG
2026
XDi
Experience Design
Institut
FOCUS.DE/BUSINESS

Discover the world of Prompt engineering & AI content creation

Become a certified AI Prompt Engineer & AI Content Creator with our AI Prompt Engineering & AI Content Creation training program. Learn online through a combination of live classes with industry experts and flexible self-study. Build skills in prompt engineering, Large Language Models (LLMs) and automation prompts and AI workflows. Secure a lucrative job with an attractive salary and earn a state-recognized certificate of completion.

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An overview of your career

Learn at your own pace with this Prompt engineering & AI content creation-bootcamp fully online and flexible, whenever and wherever it suits you. Design your learning journey and advance at a rhythm that matches your lifestyle. Acquire in-demand, practical skills in prompt engineering, Large Language Models (LLMs) and automation prompts and AI workflows. Learn 1-on-1 with an experienced mentor, accompanied by your personal study advisor and our career coaches. Make yourself job-ready and secure a future-proof job.

Skills you'll master

- Prompt engineering
- Roles & few-shot techniques
- Prompt chaining & structured outputs
- Prompting & optimization
- Prompt meaning
- Prompts for automated AI workflows
- AI quality control & robustness
- AI-powered content creation
- Multimedia production

Tools, techniques & methods

- ChatGPT
- Prompt frameworks
- Iteration methods
- CustomGPT configuration
- Chatbot configuration
- Structured output formats
- Parameter control
- Prompt debugging

Details of your course

Format
Live Online Training &
E-Learning Selbststudium

Duration
Vollzeit: 7 Wochen
Teilzeit: 14 Wochen

Start
Regelmäßiger, zeitnaher Start

Scope
Vollzeit: 35 h / Woche
Teilzeit: 17,5 h / Woche

Languages
English
German

Benefits of our Live Online Training & E-Learning Selbstudium bootcamps



Interaktive Live Trainings mit Branchenexperten

Du nimmst an interaktiven Live Workshops mit Branchenexperten teil – so lernst du direkt vom Experten und erzielst nachhaltige Lernerfolge.



Job-ready Praxis in realen Projekten

Lerne mithilfe realer, branchenspezifischer Szenarien und erwerbe praxisnahe Fähigkeiten, die du unmittelbar im Job einsetzen kannst.



Unbegrenzter Zugang zu multimedialen Inhalten

Du profitierst von interaktiven Inhalten auf Hochschulniveau! Wir vermitteln lebendiges Wissen mit Artikeln, Videos, Quizze und praxisnahe Übungen.



Jederzeit und von überall lernen

Passe deine Weiterbildung deinem Lebensstil an. Lerne online jederzeit und von überall. Laptop und Internetanschluss reichen aus.



Karriereservices für deinen neuen Job

Mit Bewerbungstrainings, Karrieresprechstunden und unserer aktiven Jobvermittlung helfen wir dir auf dem Weg zu deinem neuen Job.

Vollzeit

Du willst voll und ganz in Prompt engineering & AI content creation eintauchen? Dann nimm an unserem Intensivkurs in Vollzeit teil.

- Abschluss in 7 Wochen
- Vollzeit online lernen
- 35 Stunden per Woche

Teilzeit

Du hast einen Halbtagsjob, Kinder oder anderweitige Verpflichtungen? Dann absolviere den Prompt engineering & AI content creation-Kurs in Teilzeit.

- Abschluss in 14 Wochen
- Teilzeit online lernen
- 17,5 Stunden per Woche

Satisfaction guarantee

Try it for 14 days

Feel free to try the course risk-free for up to 14 days from the start date. If it doesn't meet your expectations, you may cancel your enrollment at no additional cost.



Our course is suitable for the following people



Arbeitslose oder Arbeitssuchende

Du bist arbeitslos oder arbeitssuchend, hast Anspruch auf einen Bildungsgutschein und willst die Zeit nutzen, um dich für einen neuen Job als AI Prompt Engineer & AI Content Creator zu qualifizieren.



Quereinsteiger und Berufsumsteiger

Du bist eine branchenfremde, berufstätige Fachkraft und möchtest AI Prompt Engineer & AI Content Creator werden, um dich beruflich zu verändern, zu wachsen und neue Chancen zu nutzen.



Von Arbeitslosigkeit bedrohte Angestellte

Du bist Mitarbeiter eines Unternehmens im Strukturwandel und dein Job ist in Gefahr. Mit einer kostenlosen Weiterbildung über den Bildungsgutschein nach dem Qualifizierungschancengesetz kannst du dich gezielt qualifizieren und deinen Arbeitsplatz sichern.



Fachkräfte & Spezialisten

Du bist Spezialist in deiner Disziplin, möchtest dein Fachwissen ausbauen, dich zertifizieren lassen oder dich optimal auf eine Zertifikatsprüfung vorbereiten.



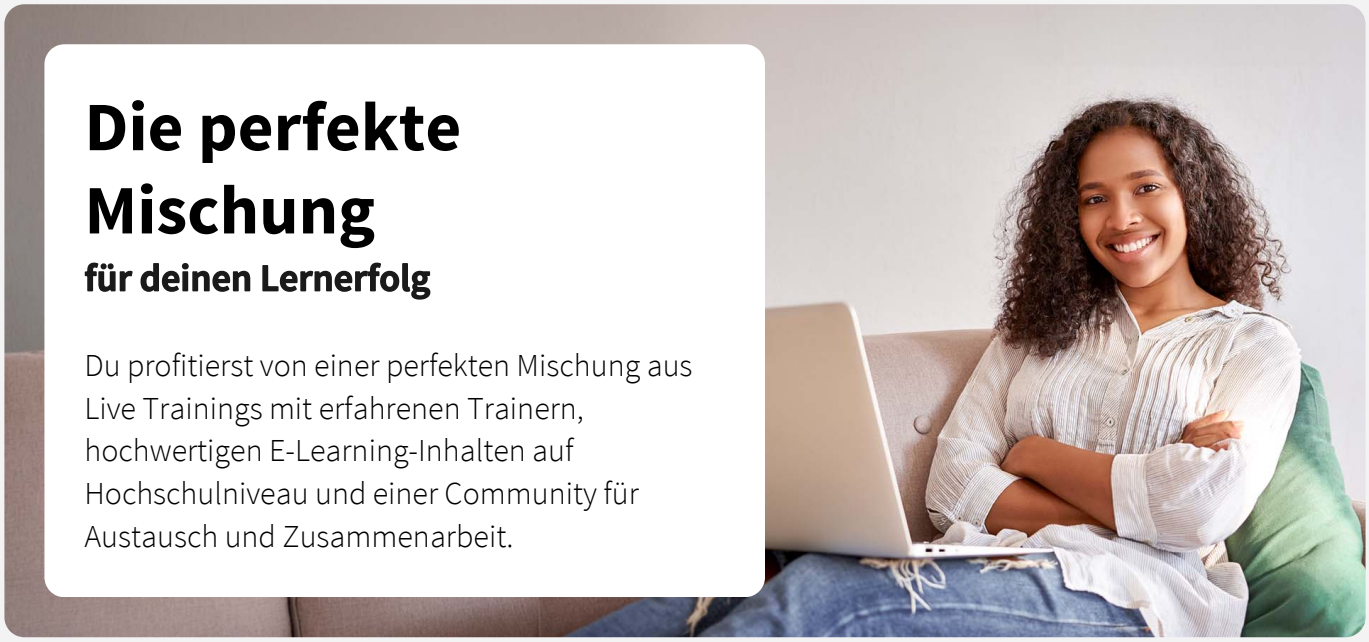
Absolventen und Studierende

Du hast kürzlich dein Studium abgeschlossen oder studierst noch und willst deine akademischen Qualifikationen durch praktische, branchenrelevante Fähigkeiten erweitern.



Interessierte Personen

Du interessierst dich für Prompt engineering & AI content creation und möchtest die praktische Anwendung von AI Prompt Engineer & AI Content Creator-Tools für persönliche oder berufliche Zwecke kennenlernen.



Die perfekte Mischung

für deinen Lernerfolg

Du profitierst von einer perfekten Mischung aus Live Trainings mit erfahrenen Trainern, hochwertigen E-Learning-Inhalten auf Hochschulniveau und einer Community für Austausch und Zusammenarbeit.

Tägliche Live Trainings

- Tägliche Termine
- 35 Stunden per Woche
- 09:00 - 16:00

E-Learning

- Multimediale Inhalte
- Selbstbestimmt lernen
- Jederzeit und überall

Karrierservices

- Bewerbungstraining
- Karrierecoaching
- Jobvermittlung

Community

- Unbegrenzter Zugang
- Austausch & Zusammenarbeit
- Kollegen & Gleichgesinnte

Your career prospects and job opportunities

Take the next step in your career

Secure a job in one of the fastest-growing professions in the technology industry. Acquire in-depth knowledge in prompting & workflow design, output control, generative AI, AI content creation, and quality & risk management. Develop exactly the skills you need for a career as AI Prompt Engineer & AI Content Creator. Secure an attractive, well-paid job with a future in the IT industry.

€ 63.000
Average annual salary

150
Average monthly job offers

4%
Estimated employment growth by 2030

Top 10
Estimated employment growth by 2030

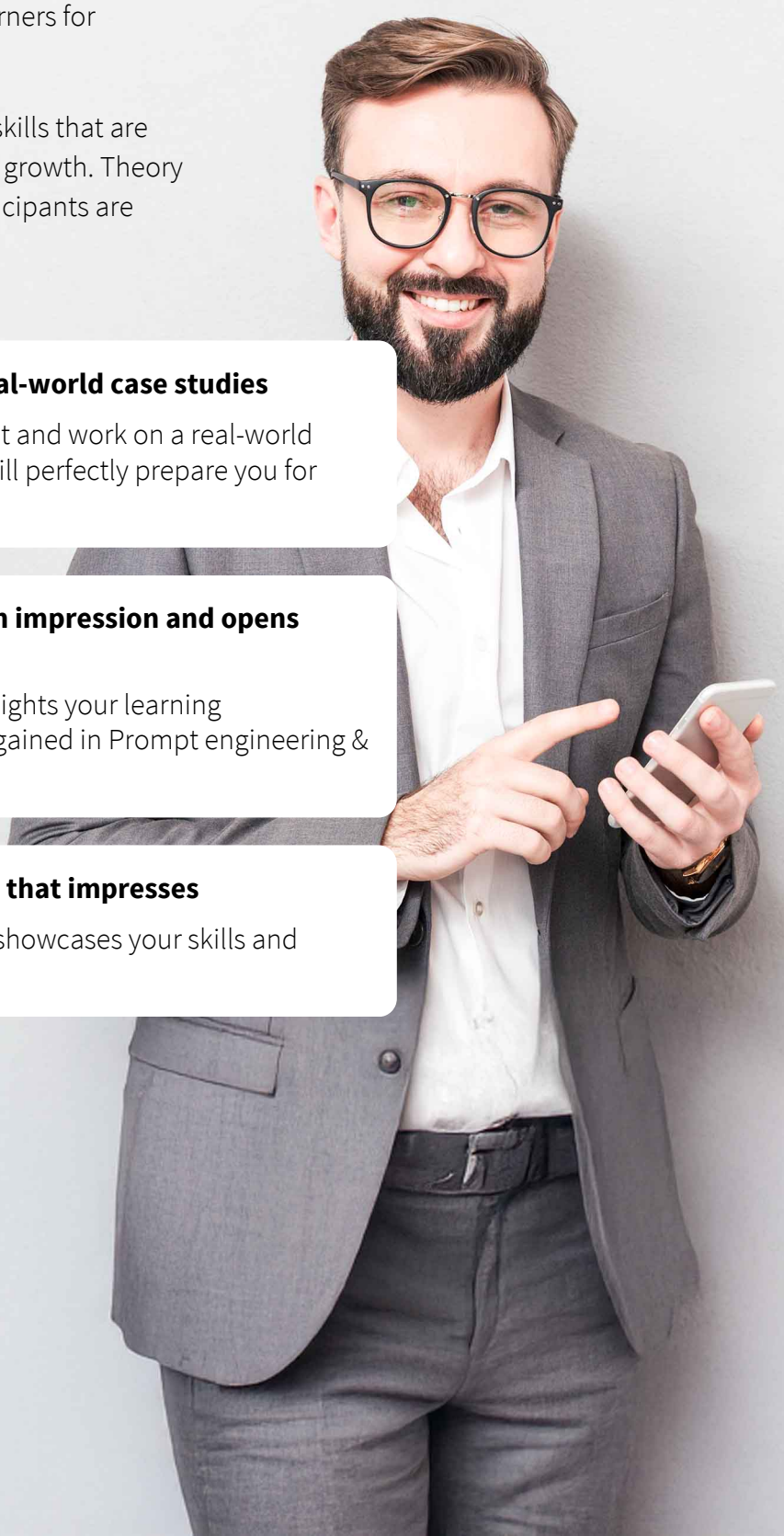


Project based learning

Hands-on practice. Capstone project. Recognized portfolio that stands

Through project-based learning, we ensure a holistic, active, and sustainable approach to skill development that bridges theory and practice and optimally prepares learners for real-world challenges.

Our courses primarily focus on developing the skills that are essential for professional success and personal growth. Theory and practice complement each other, and participants are actively involved in the learning process.



Project with assignments and real-world case studies

Start your professional development and work on a real-world project! Tackle realistic tasks that will perfectly prepare you for your future job.

A capstone project that makes an impression and opens doorst

Create a capstone project that highlights your learning achievements and the skills you've gained in Prompt engineering & AI content creation.

An industry-recognized portfolio that impresses

Create an impressive portfolio that showcases your skills and opens doors with hiring managers.

CURRICULUM

What you will learn

Hands-on education in the skills of the future

In this Prompt engineering & AI content creation course, you will acquire the most important skills based on a curriculum designed by industry experts. The Prompt engineering & AI content creation training includes industry-validated, interactive content at a university level and extensive hands-on experience in real projects. You will build a portfolio and complete the program with a capstone project.



Module 1

How AI Thinks – Basics, History & Key Concepts

In this module, you will gain a clear, practical foundation: You will learn how artificial intelligence really works, what terminology you need to know, and why AI is so omnipresent today. You will learn to distinguish myths from facts and to recognize where AI is already influencing your everyday work.

The module will help you overcome uncertainties, provide orientation, and give you a clear understanding of what AI can do, what it can't do, and how to use it sensibly.

Core Skills

Basic understanding of AI | Historical background of the technology | Understanding of terms and models | Critical reflection | Risk & opportunity assessment

Learning Outcomes

You will learn:

- How to understand and explain key AI concepts without getting lost in technical complexity.
- How AI makes decisions, why models sometimes "hallucinate," and what to watch out for.
- How to recognize common AI applications in everyday life and assess how they can add value to your work.
- How to critically question myths, misinformation, and media portrayals of AI, and develop realistic expectations.
- How to assess the opportunities and risks of AI for your professional field.

Content

- What is Artificial Intelligence?
- From science fiction to everyday life – the history of AI
- Understanding key concepts of AI
- Large Language Models – how LLMs work
- Myths & misconceptions about AI

Module 2

Creative With AI – Basics of AI-Supported Content Creation

In this module, you'll gain hands-on experience with essential AI tools. You'll learn how to create simple

content using AI for text, images, audio, video, and presentations, how these tools work, what inputs they need, and how to achieve your first impressive results. You'll discover how AI can immediately take tasks off your plate and make your work easier.

Core Skills

AI-powered text generation | AI-powered image generation | AI-powered audio & video production | AI-powered presentations & visualizations | AI-generated content evaluation

Learning Outcomes

You will learn:

- How to use practical AI tools for text, image, audio, video, and presentation creation.
- How to quickly generate text, images, audio, videos, and presentations, and evaluate the results using simple quality criteria.
- How to avoid common pitfalls and achieve better results with clear instructions.
- How to independently carry out your first AI-powered mini-workflows (e.g., summarizing text, creating visuals, or transcribing audio).

Content

- Text AI basics – writing, analyzing, summarizing
- Image AI basics – from idea to illustration
- Audio AI basics – creating transcriptions & voiceovers
- Video AI basics – creating presentations & learning videos
- Presentation AI basics – designing slides & narrative with AI

Module 3

Creative with AI – content creation with real use cases

After learning the fundamentals and exploring the most important AI tools, you're now ready to take the next step.

In this module, you'll apply what you've learned to realistic use cases and build your own repeatable AI workflows that you can use directly in your professional life.

You'll work with real-world scenarios involving text, images, audio, and video, develop end-to-end processes, define quality criteria, and create simple Standard Operating Procedures (SOPs) that will save you

time and help you achieve professional results.

Core Skills

Workflow design | AI-powered content creation | Quality assurance & metrics | AI-powered campaign planning | Information & visualization design | AI-powered audio & video production

Learning Outcomes

You will learn:

- How to plan and implement complete AI workflows.
- How to apply clear quality criteria to each content type and critically evaluate the results.
- How to professionally produce campaigns, infographics, videos, and voiceovers using AI.
- How to develop your own SOPs and performance metrics to make your AI workflows scalable and repeatable.
- How to determine when AI-generated results are sufficient and when human review and refinement remain essential.

Content

- Text AI in action – from protocol to management briefing
- Text AI in action – developing ideas and campaigns
- Image AI in action – creating infographics and visualizations
- Image AI in action – creating product and scene mockups
- Audio AI in action – transcription & knowledge processing
- Audio AI in action – implementing voiceover and speech synthesis for learning and explanatory videos
- Video AI in action – from script to animated scene

Module 4

Prompt engineering: designing prompts, AI assistants & context

In this module, you'll learn how to effectively guide language models through targeted prompt engineering to achieve high-quality results. You'll develop prompts for different use cases, optimize their quality, and use structured outputs to create repeatable processes.

You'll also explore how prompt engineering is applied in Custom GPTs, chatbots, and automated workflows to make AI applications more efficient and reliable.

Core Skills

Prompting techniques | Output control | Structured responses | Error analysis | Chatbot & Custom GPT design | Prompts for automation | Workflow prompting

Learning Outcomes

You will learn:

- How to apply different prompting techniques and evaluate their effectiveness.
- How to create reliable, controllable prompts for both simple and complex tasks.
- How to effectively combine roles, examples, and formatting requirements.
- How to generate structured outputs for tools, data processing, and automation.
- How to configure Custom GPTs and simple AI-powered workflows.

Content

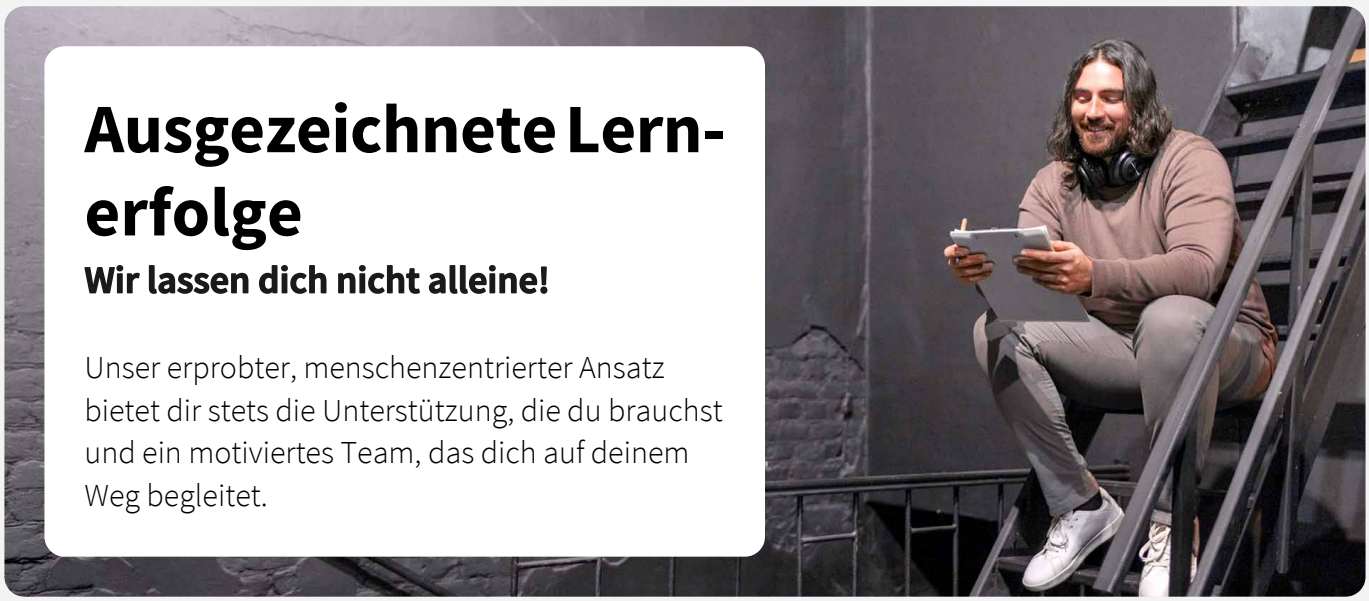
- Basics of prompting – architecture & structure
- Roles, examples & few-shot prompts
- Advanced techniques – prompt chains, conditions & structured outputs
- Improving prompt quality: identifying errors & optimizing prompts effectively
- Use case – creating Custom GPTs & chatbots
- Context engineering – providing AI with the right information

Human-centered learning

in an online learning environment

Online, but not alone. Our proven, human-centered approach guarantees you ongoing support and a dedicated team to guide you every step of the way.





Ausgezeichnete Lern-erfolge

Wir lassen dich nicht alleine!

Unser erprobter, menschenzentrierter Ansatz bietet dir stets die Unterstützung, die du brauchst und ein motiviertes Team, das dich auf deinem Weg begleitet.

Tägliche Live Trainings

Starte neu und lerne von erfahrenen Branchenexperten mit viel Praxis, um dich optimal auf deine berufliche Zukunft vorzubereiten.

Karrierecoaches begleiten dich

Unsere Karriere-Coaches begleiten dich von Tag 1 an und bereiten dich optimal auf eine erfolgreiche Karriere vor.

Studienberater an deiner Seite

Unsere Studienberater stehen dir bei allen Fragen zur Seite und meistern mit dir jede Herausforderung, die sich dir in den Weg stellt.

Deine kollaborative Gemeinschaft

Lernen geht am besten mit anderen. Da Lernen kein Alleingang ist, erhältst du einen exklusiven Zugang zu unserer Community.

Career services

for you and your future

With our career services, we guide you through the entire professional development, from onboarding to successful completion and beyond. We support you from your first career goal to signing your contract with personalized coaching, practical support, and smart tools. We ensure that you're ready for the job market and connect you with interesting employers.



Academic advising

Our academic advisors are here to offer you guidance and support, and will help you overcome any challenges that come your way.

Job application training

You'll benefit from free job application training tailored to the needs of employers.

Career advice sessions

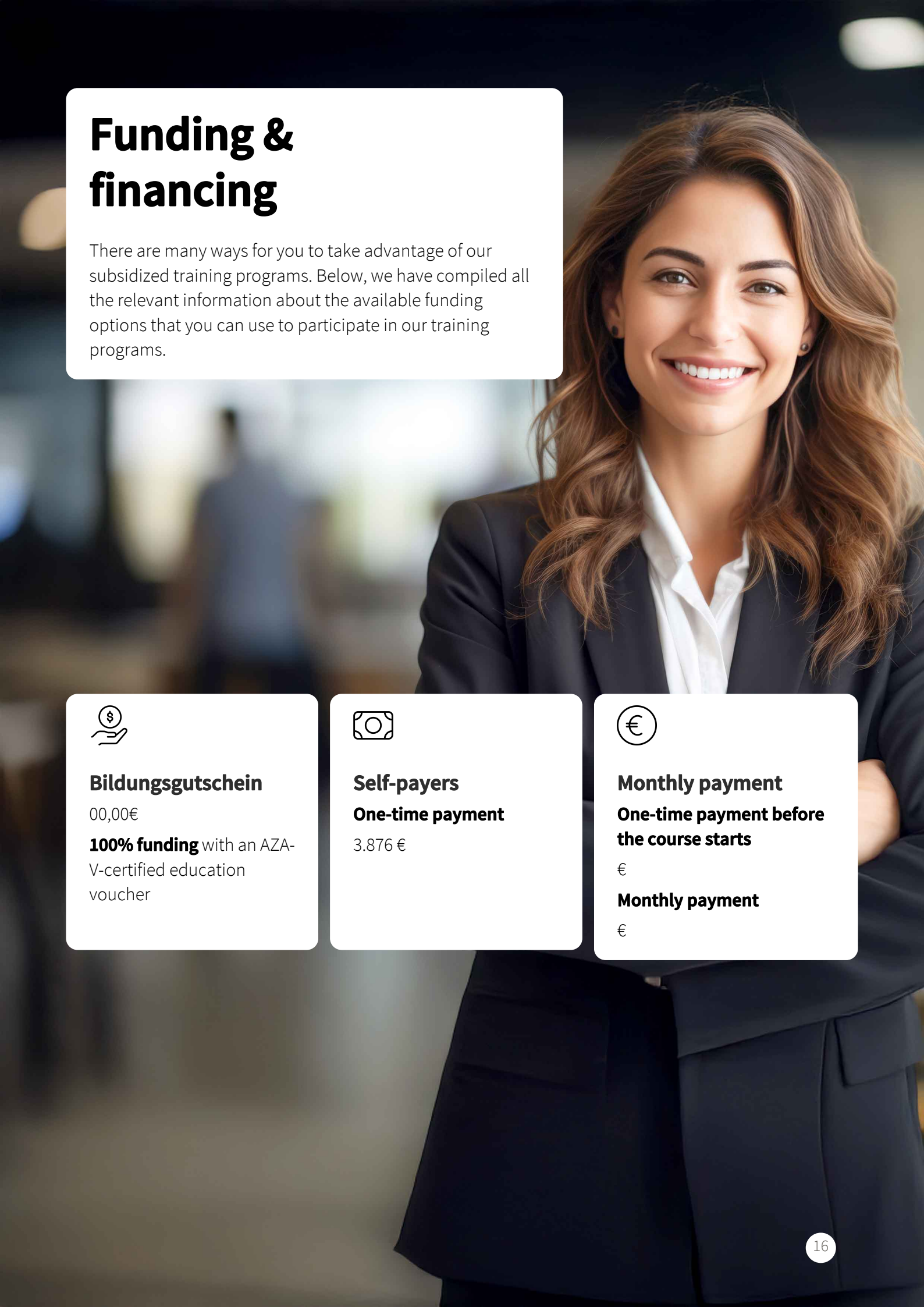
We offer free career counseling sessions with experienced HR managers to provide you with personalized advice.

Career coaching

Our career coaches will support you from the very start of the course and provide you with the best possible preparation for your professional career.

Funding & financing

There are many ways for you to take advantage of our subsidized training programs. Below, we have compiled all the relevant information about the available funding options that you can use to participate in our training programs.



Bildungsgutschein

00,00€

100% funding with an AZA-V-certified education voucher

Self-payers

One-time payment

3.876 €

Monthly payment

One-time payment before the course starts

€

Monthly payment

€

Bildungsgutschein

100% funded professional development

Take advantage of training or retraining funded through a Bildungsgutschein from the Agentur für Arbeit! You get the chance to gain specific skills and seize new career opportunities. All further training costs are covered by the Agentur für Arbeit or the Jobcenter.

A Bildungsgutschein allows you to participate in training programs free of charge. These are financed by the Agentur für Arbeit or the Jobcenter to support residents in Germany to upskill and improve their professional qualifications.

Maßnahmenummer

Full-time: 955/249/2026
Part-time: 955/342/2026

Here's how to get your Bildungsgutschein

1 Consultation
Make an appointment at your local Agentur für Arbeit.

2 Bootcamp
Choose an XDi course of your choice.

3 Course offer
Request a quote for the course of your choice.

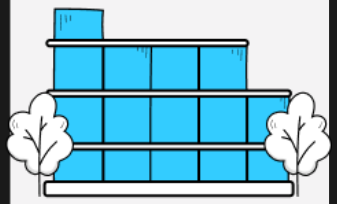
4 Application
Submit an application and your course offering.

5 Registration
Register and submit the education voucher.

Qualifizierungschancengesetz

For job seekers and employees

At a time when technologies are constantly evolving, and the world of work is transforming, companies need to invest in professional development and upskilling of their employees. This ensures they are prepared for the challenges of the future and enables organizations to successfully navigate the digital transformation.

Company size	 **<50** Employees	 **<500** Employees	 **from 500** Employees
Further Training cost	**100%**	**50%**	**25%**
Wage subsidy	**75%**	**50%**	**25%**

Benefit from XDi

XDi focuses on new, interactive teaching and learning formats based on the latest findings in brain research. Our motto is “learning by doing”; participants in our training programs learn to apply relevant methods and techniques through practical exercises in realistic projects, with the support of a personal mentor.



Officially recognized certificate

Upon completion of the training program, you will receive the „AI Prompt Engineer & AI Content Creator“ certificate from the XDi – Experience Design Institute. The certificate is recognized by German UPA, the Interaction Design Foundation, and UXPA, and has earned an international reputation.



Top salary & career opportunities

More jobs require more knowledge. Many of our students achieved positive results after attending our seminars.



AI Prompt Engineer
develops and optimises prompts for controlling AI models

Up to **70.000€**

Machine Learning Engineer
develops and implements machine learning models and algorithms

Up to **66.000€**

AI Applications Support Specialist
supports users in the use, integration and maintenance of AI solutions

Up to **50.000€**

AI communications specialist
uses AI specifically for internal and external communication strategies

Up to **62.500€**

AI Content Creator
creates content using AI tools for multiple formats

Up to **52.000€**

AI Copywriter
creates and optimises texts with the help of AI tools

Up to **57.000€**

See for yourself!

Show more →



Andreas Manietta

Die Weiterbildung zum "Certified Data Analyst" war ein entscheidender Erfolgsfaktor – in kürzester Zeit habe ich mein Wissen auf ein neues Level gehoben. Das dynamische und fokussierte Tempo war genau richtig, um mich voll zu fordern und konsequent an den Themen dran zu bleiben. Besonders wertvoll waren die praxisorientierten Strategien, die sofort umsetzbare Ergebnisse lieferten. Die durchdachten Fragen und wegweisenden Impulse haben nicht nur mein Denken erweitert, sondern klare Handlungsfelder für zukünftige Erfolge aufgezeigt. Eine weitere Weiterbildung ist für mich keine Frage des Ob – sondern des Wann, um weiter strategisch zu wachsen.



Daniel Naesa

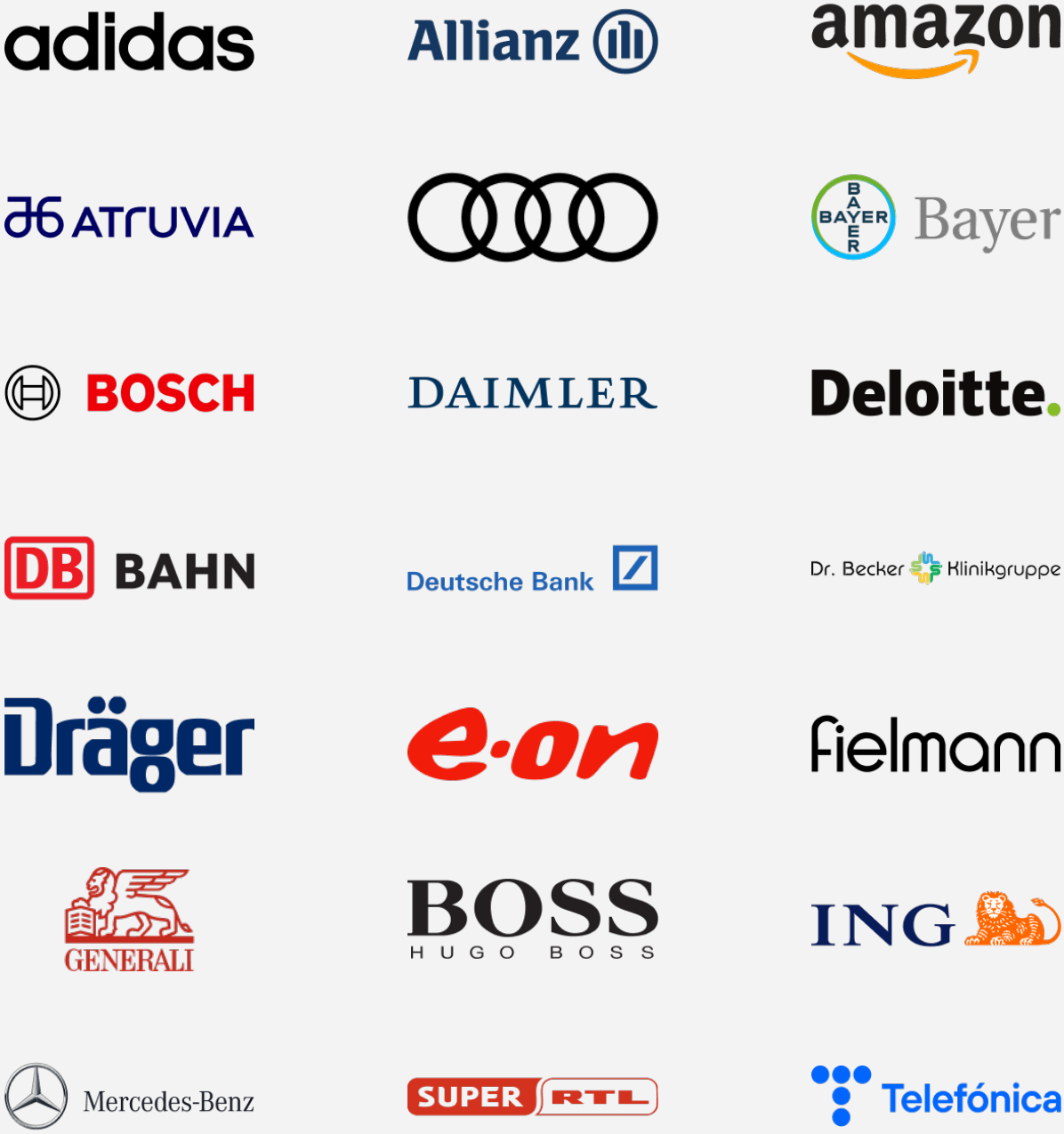
Die Teilnahme am "Certified Data Scientist" Kurs war für mich eine bahnbrechende Entscheidung. Die Fülle an praxisrelevantem Wissen hat meine Erwartungen übertroffen und mir ein tieferes Verständnis für komplexe Datenanalysen vermittelt. Die Herausforderungen im Kurs haben nicht nur meine Fähigkeiten gestärkt, sondern auch meine Motivation zu Höchstleistungen angespornt.
Die Betreuung durch XDi war exzellent, und ich fühle mich bestens gerüstet für anspruchsvolle Projekte in der Datenwissenschaft. Ich empfehle diesen Kurs jedem, der seine Karriere in diesem Bereich auf das nächste Level heben möchte!

5/5	4,5/5	4,9/5	4,7/5	4,9/5	4,7/5
Google	Trustpilot	Kursfinder	Career Karma	Course Report	SwitchUp

Our references

These companies are training their workforce with us and recruiting our students.

See all our references →





Certified and accredited

Government-approved and **100% eligible** for funding. Get some advice on how to get everything you need for the Federal Employment Agency.

Learn today for the world of tomorrow

Contact

intouch@xd-i.com

+49 30 5200 1310

Mo. - Fr. 08:00 - 17:00 Uhr

xd-i.com