

ChatGPT and NotebookLM for Arts Marketing

Discipline: Arts Administration

Focus: Undergraduate, Marketing, Instructor prep

Overview

Two assignments were designed for an arts marketing course. After student feedback, AI use was not required; the instructor used AI for course preparation instead and added an AI research assignment to a related arts technology course.

Assignment designs

1. **Audience persona interviews (ChatGPT).** Students interview an AI-generated “current or potential audience member,” such as a mid-career artist, a family attending free events, a neighbor frustrated by parking, a retiree looking for community, or a community member learning English. They fact-check and revise the persona using their own reasoning or demographic data, then produce a refined persona (demographics, motivations, barriers, media habits) and a message written for it. Discussion covers the false consensus effect and how AI can reinforce stereotypes.
2. **Strategic analysis (NotebookLM).** Students upload an arts organization’s materials (website content, season brochures, marketing samples, 2–3 news stories, one course reading). Using the materials and AI summaries, they complete a PESTLE analysis, a SWOT analysis, a primary target audience, and 2–3 preliminary integrated marketing communication ideas.

Other uses

- Drafting in-class activities: a speed-dating review of key concepts before an exam, a board-member skill-set card game, and a 50-minute team programming challenge on group dynamics. AI output served as a starting draft.
- Arts technology course: students research and present on one AI tool’s strengths and weaknesses, or present a researched perspective on generative AI.

Tools

ChatGPT, NotebookLM

What the instructor observed

Students who spoke up or responded to surveys were strongly opposed to AI, reflecting wider concern in the arts about its effect on creative work. Activities using these tools need a way to participate without generative AI.

Advice for colleagues

Bring a detailed structure and plan to the conversation with students. Expect resistance and be ready to offer an alternative option.

Adapting it

Persona interviews suit any course that involves audiences, clients, patients, or stakeholders. The NotebookLM analysis works with any set of organizational or case documents.

From the 2025–26 Teaching Innovation Institute (TII) cohort, University of Kentucky. Sources: 2025 TII Showcase posters (December 3, 2025) and the 2025–26 TII Project Takeaways survey.