

Please read the requirements and question carefully, prepare your term paper, and submit to the URL as follows.

Requirements:

1. You are required to use two AI tools, namely ChatGPT and Bard, and any search engine like Google or Bing, to help you prepare your answer. Please use these tools alternately in the process to achieve good results.
2. Part 1 of the term paper should be a list of prompts you interacted with ChatGPT.
3. Part 2 of the paper should be a 1000 word essay prepared by ChatGPT.
4. Part 3 of the term paper should be a list of prompts you interacted with Bard.
5. Part 4 of the paper should be a 1000 word essay prepared by Bard.
6. Part 5 of the paper is an executive summary of about 1000 words you prepare, based on the two essays above, plus additional information you obtained from the internet. This is a proposal to your CEO.
7. Part 6 of the paper should be a paragraph, summarizing your experience in preparing the paper.
8. The document should be in .pdf format, or .docx format if you have no means of saving it in .pdf.
9. The name of the file should be `student_id student_name` term paper.pdf.
10. Submit to: <https://mega.cloudwatch.net/index.php/s/BygXM7EqYMo9Gea> by June 16th, 2023, before 23:59.

Question:

Assuming you are a new chief marketing officer for a pure-play eCommerce retailer. Your predecessor left because he was not performing satisfactorily. The conversion rate of several marketing campaign that he launched was under expectation. You need to prepare a plan for a new marketing program in the future. You decided to use a few concepts you have learnt in class. These include sales funnel, data analytics, web sentiment, landing page visit rate, etc. The plan should be an executive summary of about 1000 words. You should explain what you want to do, why you want to do it, your expected results, plus proposing two analytical tools for the staff to use.
