

# AI in the Google Ecosystem

Course code: AIEGL

A practical course focused on the effective use of the Google ecosystem and freely available AI tools. Participants will learn how to boost their productivity without the need for expensive corporate licenses, master advanced prompting, and automate routine tasks in the environment they use every day.

## Who Is This Course For?

Freelancers, small business owners, employees of small and medium-sized companies, and anyone who wants to use AI to its full potential within the Google Workspace environment (Gmail, Drive, Calendar, YouTube, and more) – without relying on Microsoft tools.

## What You Will Learn

- How to effectively use Gemini and integrate it into Google applications.
- How to work with NotebookLM to build your own knowledge database from your materials (a game-changer for learning and project preparation).
- How to create graphics, presentations, and social media content using AI in Canva and Gamma.
- How to set up your own secure and efficient AI workflow.

## Prerequisites

Basic user knowledge of working with a web browser and a Google account.

## Course Outline

### Chapter 1: Why Choose the Google Ecosystem?

- Market comparison: Gemini vs. Copilot.
- Building an "AI toolkit" from free or low-cost tools.
- Connecting Gemini with Google Workspace.

### Chapter 2: Gemini as an Advanced Analyst

- Working with PDFs, deep research, and thinking modes.
- NotebookLM: Building a personal knowledge database from your own materials.

### Chapter 3: Creativity, Design, and Brand Voice

- Magic Studio in Canva: Image generation and video editing.
- Bulk content creation using AI and spreadsheets.
- Setting up a Brand Voice for AI assistants.

### Chapter 4: Pro Tools and Voice Control

- Voice-to-text conversion and presentation automation in Gamma.app.
- Voice control within the Google Workspace environment.

### Chapter 5: Security and Personal Setup

- Guidelines for safe data sharing outside closed corporate systems.
- Building a personal daily plan with AI tools.

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