

AI Creator Playbook Instructor Guide

Project-Based Course Integration Framework

A practical, implementation-focused guide designed to help instructors integrate real-world digital asset creation into modern coursework.



Burlap & Mason Press

Overview & Course Fit

Designed for applied and project-based learning environments.

- 1 Entrepreneurship
 - 2 Digital Marketing
 - 3 Media Studies
 - 4 Business / Innovation
 - 5 Capstone Courses
-

Learning Outcomes

- 1 Identify and validate a niche
 - 2 Build a digital asset
 - 3 Use AI workflows
 - 4 Create content systems
 - 5 Launch traffic strategies
-

Suggested Course Integration

6–8 Week Module:

Week 1: Niche & Planning

Week 2–3: Asset Build

Week 4–6: Content System

Week 7+: Traffic & Scaling

Assignments

Core Assignment: Build a Niche Digital Asset

- 1 Brand or platform
 - 2 3–10 content pieces
 - 3 Basic traffic plan
-

Final Project

Launch a Functional Digital Asset

Implementation Notes

- 1 Supplemental use
 - 2 Flexible pacing
 - 3 No technical prerequisites
-

Student Positioning

“You are not just learning concepts — you are building something real.”

Access & Materials

The AI Creator Playbook

Request a Review Copy

Instructors can request a digital review copy. Physical desk copies are available upon confirmed course use.

contact@burlapmason.com
<https://www.burlapmason.com>

© Burlap & Mason Press