Beyond Lectures and the Textbook: Google's NotebookLM as a Personalized Learning Companion

Course Subject:	Social Media and Brand Strategy Implementation
Student Level:	Graduate
Number of Students:	20
Developed by:	[James A. Gardner](#), Lecturer, College of Professional Studies

What Students Did

Students used Google's NotebookLM generative AI tool to make sense of complex course materials by "dialoguing" with it and creating outputs such as lecture summaries, study guides, quizzes, and simulated podcast discussions.

NotebookLM is billed by Google as a "personal research assistant." According to the tool's website, users can "Upload PDFs, websites, YouTube videos, audio files, Google Docs, or Google Slides, and NotebookLM will summarize them and make interesting connections between topics."

Purpose

The tool was introduced to improve engagement, comprehension, and outcomes for a diverse group of learners, many of whom speak English as a second language.

Assessment

Students used Notebook LM on their own, as needed, to support their learning. Their work was not graded and it was not required. Anecdotally, students have shared that they find the tool to be enjoyable and helpful.

Faculty Reflections

I've encouraged students to upload (into Notebook LM) articles, book chapters, and class slides with lecture notes. They can ask the tool specific questions about the materials, or prompt it to generate study materials. This gives them a fresh new way to revisit what we discussed in class and make sense of the content.

At least half of them are using it in the course on a regular basis, and some are even using it outside of the course. Students have enjoyed the podcasting feature in particular; there's something about the unfamiliar voices bantering back and forth that my students find intriguing. It can make the dullest material seem interesting. Different students can get different results with the same material, and sometimes it's funny. They enjoy sharing their results.

It's fun to be doing something new. I'm interested in doing some more formal inquiry into how NotebookLM is impacting students' learning experiences.

Step-by-Step Directions

Step 1	Upload course materials (such as links, PDF articles, slides, YouTube videos, etc.) into the Google NotebookLM tool. NOTE: According to the NotebookLM website, the platform does not use uploaded materials to train the model and user privacy is maintained.
Step 2	Enter your questions about the content, engaging in an interactive, conversational dialogue to help you understand it. Prompts may include instructions for generating answers in a specific way, such as for a beginner.
Step 3	Prompt the tool to generate materials that will help you understand the material. Example outputs include: ● Study Guide ● Summary ● Quiz ● Podcast

Related Materials

- [Recording of a simulated podcast discussion](#) generated by NotebookLM, based on PDF copies of chapters from a book.

Screenshots of sample screens in NotebookLM are shown below.

Sources

Select all sources ☑

▶ 498 - Hit Your Mark: S... ☑
📄 Bulleye Marketing - fo... ☑
▶ Bullseye Marketing: T... ☑
▶ Successful Startup M... ☑

✳ Notebook guide

Help me create

📄 FAQ   📄 Study Guide   📄 Table of Contents
📄 Timeline   📄 Briefing Doc

Summary

The sources discuss Louis Gudema's *Bullseye Marketing*, a marketing framework for B2B companies. It's divided into three phases. Phase one focuses on maximizing existing assets like current customers, websites, email lists, and the sales team. Phase two focuses on reaching new customers who are actively in the market for the product. Finally, phase three focuses on building brand awareness and mental availability for the company in the long term. The sources emphasize that focusing solely on the short-term can negatively impact growth in the long run and that a balance of all three phases is essential for B2B success.

Audio Overview   ⓘ

DGM6290 Week4: Bullseye Marketing w/...   👍 👎 ⬆ ⋮

▶   00:00 / 25:54

Suggested questions

📄 How does Louis Gudema's "Bullseye Marketing" framework prioritize marketing activities for faster growth?

📄 What are the key distinctions between the three phases of "Bullseye Marketing" and how do they contribute to long-term success?

📄 How does Louis Gudema's advice on brand building apply to startups, and how can marketers overcome resistance to long-term brand strategies?

💬 View Chat   4 sources   Start typing...   →   ✳ Notebook guide

NotebookLM may still sometimes give inaccurate responses, so you may want to confirm any facts independently.

📝 Add note   ✓ Select all

📄 **Saved Response**

New Saved Note

How to Leverage Referrals in Your Business

Paul Higgins, in his interview with Louis Gudema, author of *Bullseye Marketing*, suggests that Gudema's advice on referrals can be best utilized by incorporating the following practices:

- **Consistency:** Treat referrals as an ongoing process, not a one-time event. Higgins

3 citations

📄 **Saved Response**

New note

Bullseye Marketing: A Startup's Guide to Rapid Growth

This briefing document analyzes key themes and insights from three sources focused on B2B marketing, specifically tailored for startups and scaling businesses.
Source 1: Podcast Interview with Louis Gudema, Author of Bullseye Marketing (2nd Edition)

📄 **Saved Response**

New note

B2B Marketing for Cloud Consultants: A Study Guide

Quiz

1. According to Louis Gudema, why do many B2B companies struggle with marketing?
2. What does the acronym "CAC" stand for, and why is it a significant factor in B2B marketing?

📄 **Saved Response**

New Saved Note

Balancing Lead Generation and Brand

📄 **Saved Response**

New Saved Note

Mailchimp: A Case Study in B2B

📄 **Saved Response**

New Saved Note

Mental Availability: Being Top of Mind

What are three key marketing assets that businesses can leverage to generate results quickly?   What are the two primary jobs of marketing according   →

💬 View Chat   4 sources   Start typing...   →   ✳ Notebook guide

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