

Step confidently into the AI-driven world and lead with innovation!

High
on
Demand

AI+ MARKETING



INTERNATIONAL

INTRODUCTION:

Equips marketing professionals and business leaders with the tools to integrate AI into their strategies, automating tasks like customer segmentation, personalizing campaigns, and analyzing data for better insights. This offers real-world examples of AI's impact on marketing performance and ROI, while also addressing the ethical use of AI.

PREREQUISITES:

- Basic understanding of AI and its applications in business, no professional expertise required.
- Openness to learn about AI integration in marketing practices.
- A willingness to explore new marketing ideas using AI tools.

WHO SHOULD ENROLL?

- Marketing and Digital Marketing Professionals
- Entrepreneurs and Business Leaders
- Data Analysts
- Brand and Advertising Managers
- Marketing Consultants



EMERGING SKILLS

CERTIFICATION MODULES:

- Introduction to AI in Marketing
 - AI-Driven Content Strategy and Personalization
 - AI in Social Media and Email Marketing
 - Leveraging AI for Marketing Analytics
 - Ethical Considerations in AI Marketing
 - Crafting an AI-Driven Marketing Strategy
 - AI Integration in Multichannel Marketing Campaigns
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OUTCOME:

- Acquire a comprehensive understanding of AI fundamentals, including Machine Learning (ML) and Deep Learning (DL), and their application in marketing strategies.
- Explore how AI advancements have reshaped marketing practices, leveraging tools like data analytics, chatbots, and predictive analytics to enhance consumer engagement and drive corporate growth.
- Learn to deploy AI technologies effectively in marketing, optimizing content generation, SEO, customer journey mapping, and campaign strategies for improved efficiency and personalization.
- Develop proficiency in strategically integrating AI across marketing channels, utilizing AI-driven analytics and predictive modeling to optimize campaigns, while adhering to ethical standards to safeguard data and ensure fairness in marketing practices.



AI

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