

AI in Marketing

1. **Course number and name:** 020AIMES5 AI in Marketing
2. **Credits and contact hours:** 4 ECTS credits, 2x1:15 contact hours
3. **Name of course coordinator:** Katia Raya
4. **Instructional materials:** Course handouts; slides

5. **Specific course information**

a. **Catalog description:**

This course explores the integration of artificial intelligence tools and techniques in modern marketing practices. Students will delve into the utilization of AI algorithms, machine learning models, and data analytics to optimize marketing strategies across various digital channels. Through real world applications and hands on experience, students will learn to personalize content, enhance customer engagement, and drive ROI through targeted advertising and dynamic pricing. The course emphasizes ethical considerations and responsible AI usage, empowering marketers to leverage technology effectively while maintaining integrity and trust.

b. **Prerequisites:** None

c. **Selected Elective** for CCE students

6. **Educational objectives for the course**

a. **Specific outcomes of instruction:**

- Understand the fundamental concepts and principles of AI in marketing.
- Gain practical skills in implementing AI tools for content creation, customer personalization, and predictive analytics.
- Develop the ability to critically evaluate AI solutions for marketing campaigns and strategies.
- Explore ethical considerations and best practices for responsible AI usage in marketing.
- Create actionable plans to integrate AI into existing marketing strategies and optimize performance.

b. **PI addressed by the course:**

PI	1.1	3.1	3.2	7.1
Covered	x	x	x	x
Assessed				

7. **Brief list of topics to be covered**

- Introduction to AI Marketing (1 lecture)
- Designing an Effective AI Marketing Strategy (3 lectures)

- Leveraging AI for Branding (2 lectures)
- AI's Role in Content Marketing (2 lectures)
- Analytics-driven Marketing with AI (3 lectures)
- Optimizing Social Media Marketing with AI (2 lectures)
- Enhancing Paid Social Media Strategies through AI (2 lectures)
- Leveraging AI for Paid Search Advertising (2 lectures)
- Email Marketing Strategies with AI Integration (2 lectures)
- SEO Optimization through AI Insights (2 lectures)
- Developing an AI-Driven Action Plan for Marketing Success (1 lecture)
- Exploring Ethical Considerations in AI Marketing (1 lecture)
- Staying Ahead: Trends and Developments in AI Marketing (1 lecture)