Course Title	AI for Marketing Leaders
Workshop Length	Two days
Target Audience	People in our community interested in learning of the implications of AI for marketing functions particularly people who want to get hands-on with available tools right away
Prerequisites (if any)	Practical exposure to marketing and a keen interest in Artificial Intelligence (AI)
Language of Instruction	English

Description

With the emergence of Large Language Models and related capabilities, perhaps the most fascinating practical benefits of AI will apply to marketing. In the last few months alone, we've seen a plethora of tools that automate the processes of segmenting users, analysing data and automating customer engagement. Marketing through creative user messaging, profiling, acquisition and engagement are central to careers across startups, large industries and non-profits and educational institutions. This course is thus relevant to anyone looking to improve the efficiency of such work through the latest AI tools. The purpose of the course is to expose the course participants to some tools and use cases for all aspects of product design to distribution so you can develop confidence and intuition while exploring emerging tools.

Learning Outcomes

	By the end of this workshop, the students should be able to:

LO1:	Develop comfort with jargon, application, ethical concerns and mathematical intuition around AI
LO2:	Identify available and emerging AI tools related to all aspects of the marketing value chain
LO3:	Understand how to test and evaluate such tools and reflect on their limitations
LO4:	Have the confidence to make a plan around incorporating AI into your marketing workstream in a manner that automates the routine tasks and lets you focus on higher value efforts

Assessments/Graded Components
In class assignments/projects

Topic No.	Key Concepts/Topics Covered
1	Overview of AI as an emerging force impacting every industry
2	Intuition around various outputs of AI such as ability to make recommendations and identify objects
3	Breaking down the marketing value chain into tasks related to brainstorming, designing, messaging, acquiring and engaging customers and identifying parts that can be automated
4	Using AI tools for creative product design
5	Using AI tools for creative content development for messaging

6	Using AI tools for the user acquisition process through customer segmentation and engagement
7	Using AI tools for the data analysis process
8	Putting together our learning from available tools to think about how we might change our current approaches and plan for upcoming tools

Supplementary Reading Material
References will be provided during the workshop. This includes materials reviewed together as well as references to what participants may review later out of their own interest.