

ARTIFICIAL INTELLIGENCE MARKETING

AIM

AI Marketing textbook provides students with a practical and accessible introduction to artificial intelligence technologies and their application in the field of marketing.

Throughout this textbook, students will explore strategies and tactics for using AI to create content, manage and optimized personalized campaigns, generate predictive analytics, and more.



Get in touch with us!

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Chapter Titles	Content Hours	Chapter Learning Outcomes
ARTIFICIAL INTELLIGENCE FUNDAMENTALS	6	Students will learn the fundamentals of artificial intelligence technologies and begin to consider how these technologies can be applied to the field of marketing.
PERSONALIZATION AND TARGETING	6	Students will explore different strategies and tactics for using AI to personalize marketing content for narrow market segments.
AI CONTENT CREATION	6	Students will learn about the use of AI for developing and optimizing content. Students will work with AI content development tools and consider the benefits and limitations of these tools.
SOCIAL AI	6	Students will explore how AI can be used to improve a business's social media, from developing content to processing social media analytics data.
E-COMMERCE AUTOMATION	6	Students will learn about the role of artificial intelligence in developing and optimizing the customer experience in the context of e-commerce.
AI EMAIL MARKETING	6	Students will explore practical applications for AI in the development of email marketing campaigns.
PREDICTIVE ANALYTICS	6	Students will learn about the use of AI to develop predictive analytics, different methods for modelling predictive analytics, and how predictive analytics can be used to improve ROI.
THE FUTURE OF AI MARKETING	6	Students will consider future directions for the development of AI technology and consider the implications for marketers.
Extension Learning Activities	6	Additional readings, research activities, and discussion opportunities are provided throughout the text to enhance students's understanding.
Course Project	10	AI Personalization Campaign Project
Exams and Evaluation	1	
Supplemental Content Recommendations		

Course Knowledge

- AI content creation
- Personalized email campaigns
- AI prompt optimization
- Limits and benefits of AI

Course Skills

- Generating predictive analytics
- Audience segmentation
- AI social media management
- Machine learning

Total available content hours
65 hours

Prebuilt teacher PowerPoints are available for online delivery of each chapter. Teacher training videos and audio tutorials are available online for each chapter

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