



# AI

# Marketing in the Age of AI

6 Weeks

4 Modules

2 Assessments

16 Quizzes

## You will learn:

### Module 1 – Unleashing AI’s Power in Marketing

- Understanding the AI Revolution
- AI Tools for Marketing Automation
- Data Analysis and AI-driven Insights
- Integrating AI into The Marketing Process

### Module 2 – Cracking the Code of Consumer Understanding with AI

- The Challenge of Consumer Understanding
- AI-driven Marketing Research and Analytics
- Personalisation through AI
- Anticipating and Fulfilling Consumer Needs with AI

### Module 3 – AI Marketing in Action *Case Studies and Real-world examples of how AI is being used in:*

- Product development
- Pricing strategy
- Distribution strategy
- Promotional execution

### Module 4 – Getting Started with AI *AI tools every in-house marketing department should be using for:*

- Content creation
- Strategy
- Digital campaign execution and measurement
- Remaining relevant in the world of AI

As marketers in today’s fast-paced and ever-changing environment, we are faced with one of the biggest challenges of all time. The fusion of Artificial Intelligence (AI) with marketing. How we adapt now can either mean survival in our roles as marketers or extinction. We like to believe this game-changing technology can enhance what we as marketers have been striving for over centuries – to understand our customers better and to offer them products and services that are more meaningful and relevant to their lives.

Get ready for an exhilarating journey as we explore "Marketing in the Age of Artificial Intelligence". While it’s impossible to teach you all you need to know in four modules, we are certain that you will complete this course with your eyes wide open to the possibilities of AI technology in the marketing field. On completion you should feel energised to embrace your new-found knowledge and seek ways to implement AI technology in your workplace and in your life. Your journey to mastering this cutting-edge technology and revolutionising your approach to marketing and decision-making has just begun. Here’s what you will cover in this course:

#### Module 1: Unleashing AI’s Power in Marketing

In this introductory module we expose you to the many ways that AI is reshaping the world and more specifically, marketing strategies. We will dive into some real-world case studies that unveil AI’s transformative capabilities, from automating processes to facilitating decision-making and supercharging marketing plans for maximum impact.

#### Module 2: Cracking the Code of Consumer Understanding with AI

This module unpacks the age-old challenge of ‘what do my customers really need’ and looks at how we can use AI-powered insights to decode the enigma of consumer behaviour. From AI-driven marketing research and analytics to predictive modeling, we will show you some of the keys to unlocking next-level insights and personalisation. If you are able to harness AI’s predictive power, you will be able to anticipate and fulfil consumer needs like never before.

#### Module 3: AI Marketing in Action

This next module has been designed to take you on an immersive journey into the heart of AI-powered marketing execution. Through captivating case studies and real-world examples, we will show you how AI concepts can come to life. We will explore strategies and tactics employed by industry leaders and discuss how they have harnessed the power of AI to optimise customer engagement and drive strategic success.

#### Module 4: Getting Started with AI

We have put together a list of the top AI technologies you could and should be using right now! Plus, we are going to teach you how to use them. As we unlock the possibilities for you, we will also show you how to use these tools effectively to craft innovative marketing strategies. From AI-powered content creation to strategic planning fueled by machine learning algorithms, you will be empowered to think outside of the old way of doing things and redefine the possibilities of marketing.

**Course Price: R5,500 incl. VAT**  
Payment plans are available

**Buckle up, the future of marketing awaits you!**