COURSE SYLLABUS

AI for Marketing Bootcamp

Learn how to incorporate AI in your marketing strategy with this in-depth course. Explore how to use AI-driven tools to help your SEO, SEM, social media marketing, analytics tracking, paid advertising, and more.

Group classes (Live Online) and onsite training are available for this course. For more information, email onsite@graduateschool.edu or visit: https://sdfm.graduateschool.edu/courses/ai-marketing



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Course Outline

Section 1: Introduction to AI

- What are AI and Machine Learning?
- History of AI
- Types of AI: Narrow AI vs. General AI
- Basics of Machine Learning and Deep Learning

Section 2: AI in Marketing

- Role of AI in Marketing
- Benefits of Using AI in Marketing
- Key AI Marketing Applications
- Current Trends

Section 3: AI Platforms

- What is an AI Platform?
- Types of AI Platforms
- Popular AI Platforms (ChatGPT, IBM Watson, Salesforce Einstein, Google...)
- Comparison of AI Platforms

Section 4: AI in Content Marketing

- AI Role in Content Creation
- AI Role in Content Optimization
- Sentiment Analysis and Content Optimization
- AI-Driven Content Recommendations

Section 5: Chatbots and Virtual Assistants

- Building AI-Powered Chatbots
- Use Cases for Chatbots in Customer Service Marketing/Sales

- Popular Tools for Chatbot Development (Dialogflow, Microsoft Bot Framework)

Section 6: AI in Advertising

- Basics of Programmatic Advertising
- AI's Role in Real-Time Bidding
- Platforms for Programmatic Advertising
- AI for Personalized Ad Targeting
- What is Dynamic Creative Optimization?
- Top Dynamic Creative Optimization Tools

Section 7: AI in Social Media Marketing

- AI Tools for Social Media Monitoring
- Sentiment Analysis and Trend Prediction
- Automation in Social Media
- Using AI for Social Media Ad Targeting
- Case Studies and Best Practices

Section 8: AI in Email Marketing

- AI for Email Content Personalization
- Predictive Analytics for Email Marketing
- Tools for AI-Driven Email Marketing
- Automating Email Workflows
- A/B Testing and Optimization Using AI
- Case Studies and Best Practices

Section 9: AI in SEO

- Benefits of Using AI in SEO
- Keyword Analysis
- On-Page SEO
- Content Recommendations & Creation
- Content Optimization
- Technical SEO
- User Experience (UX) and Engagement
- Link Building and Analysis
- Local SEO
- AI SEO Tools

Section 10: AI in SEM

- Role of AI in SEM
- Keyword Research and Optimization
- Ad Creation and Optimization
- Bid Management
- Audience Targeting
- Performance Analysis and Reporting
- AI SEM Tools

Section 11: Measuring and Evaluating AI Impact

- Key Performance Indicators for AI in Marketing
- Measuring ROI of AI Initiatives
- Using AI with Campaign Analytical Tools and Dashboards

Section 12: Case Studies and Real-World Applications

- AI Marketing Success Stories
- Lessons Learned
- Future Trends and Innovations

Section 13: Capstone Project

- Project: Developing an AI-Driven Marketing Strategy
- Define Objectives and Goals
- Collect and Preprocess Data
- Apply AI Techniques to Solve Marketing Problems
- Present Findings and Strategic Recommendations