COURSE SYLLABUS

# AI for Marketing Bootcamp (Self-Paced)

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.

For more information, visit
https://www.creativelive.com/classes/ai-marketing-online



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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 Students 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