COURSE SYLLABUS

# AI for Marketing Course Online

Learn how to integrate AI into your marketing strategy with this in-depth course. Discover how AI-powered tools can support SEO and SEM, strengthen social media marketing, improve analytics tracking, enhance paid advertising, and more.

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