AI+ Marketing Practitioner (AIM)

ID AIM **Price** CHF 995.—(excl. VAT) **Duration** 1 days

Prerequisites

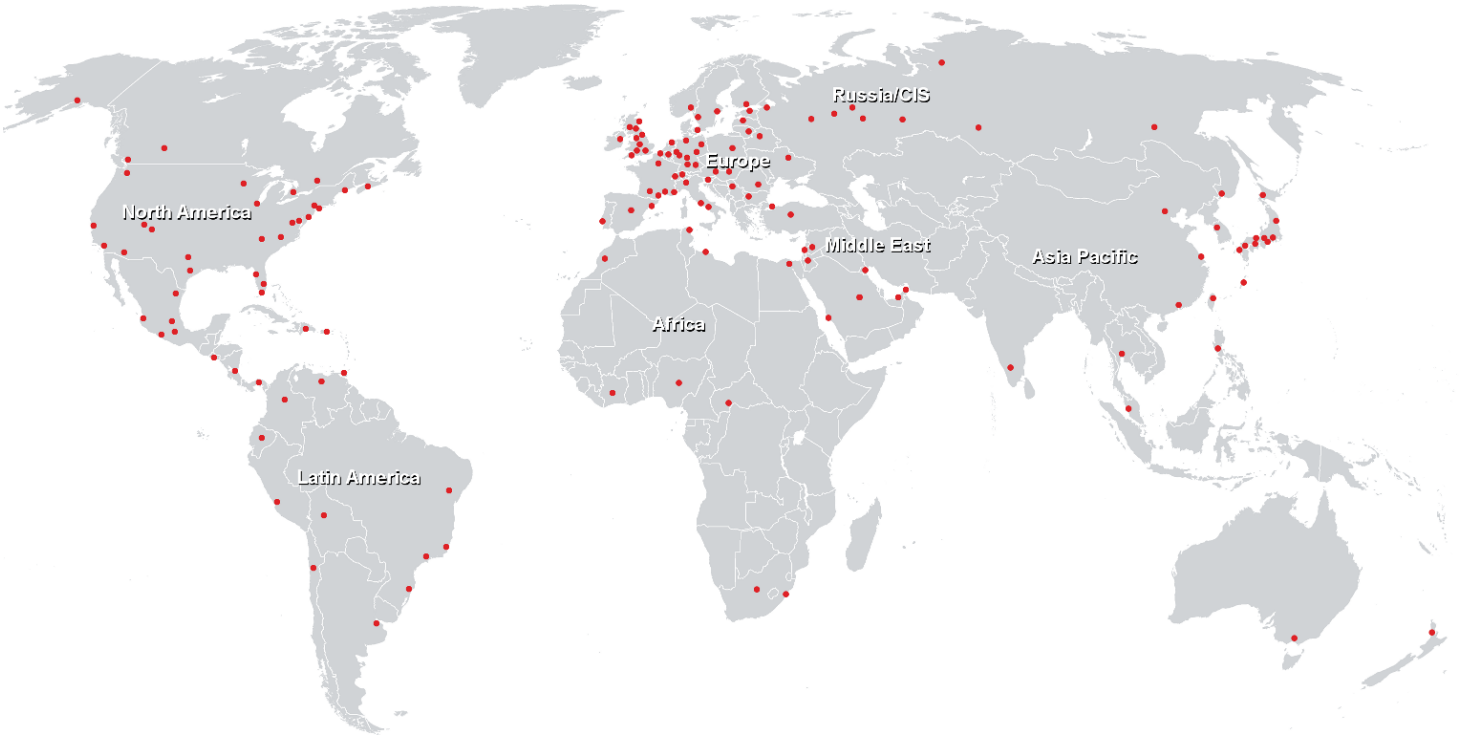
- Profound understanding of marketing principles like segmentation, branding, and marketing mix and how businesses leverage marketing strategies.
- Familiarity with digital marketing tools and concepts. Participants should be comfortable using CRM software, analytics platforms, and other AI digital marketing tools.
- Basic understanding of strategic decision-making processes within marketing contexts and how marketing strategies are developed, implemented, and measured for effectiveness.
- Participants should have proactive interest in exploring the potential of artificial intelligence to transform marketing practices and overall marketing efficiency

Course Objectives

- **AI-Driven Marketing Strategy Development**
  - Students will learn to create complete marketing plans using AI. This involves AI-driven content strategy, customization, and analytics to analyze market data, identify target audiences, and create customized marketing campaigns.
- **AI-driven A/B testing**
  - Participants will learn to build trials, analyze outcomes, and iterate marketing strategies to increase performance.
- **Data Visualization**
  - The course may teach marketing analytics insights visualization. Students will learn to design visually appealing dashboards and reports to explain complicated data and aid data-driven decision-making.
- **Risk Management and Compliance**
  - AI marketing course covers risk management and compliance. This includes identifying and mitigate data security, regulatory compliance, and reputation management issues to ensure legal and ethical marketing activities.

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Training Centres worldwide





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