



Schulich
School of Business
Executive Education Centre



Register for
an Upcoming
Session:

Artificial Intelligence (AI) Based Marketing and Advertising

A non-technical primer designed to give marketing and advertising executives the knowledge and insight required to begin leveraging AI-based applications for competitive advantage

This interactive program will help you:

Move beyond demographics to understand your customers and clients on a deeper level.

Analyze past and present customer behavior patterns to create optimized and targeted campaigns.

Get out in front of the growing demand for personalized service that exceeds expectations.



TBA

AI in Marketing by the Numbers

88%

of marketers say AI personalization improves their overall marketing program.

LinkedIn

64%

of marketing leaders who use AI say it substantially increases their overall efficiency.

LinkedIn

3.1x

number of times more likely an organization is to be high-performing if it uses AI.

LinkedIn

57%

of marketers using AI say it's essential in helping their company create 1-to-1 marketing across all touchpoints.

LinkedIn

Register Today / Complete Details

<http://seec.online/12680>



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Marketing and advertising are data-rich business functions.

How organizations leverage this data to **provide personalized experiences for their customers and clients** will be paramount to surviving and thriving in the future. This program offers a comprehensive overview and insights into how AI and machine learning can **revolutionize an organization's marketing and advertising strategies**.

Through an exploration of the key AI technologies such as natural language processing, speech recognition and recommender systems, participants will learn how to **get a prospect's attention, persuade them to become a customer, and entice them to remain one**. Through case studies and examples involving major players in the industry, participants will become **familiar with the modern technological tools that allow organizations to accomplish these tasks**. And finally, through the ability to speak intelligently about AI and its advantages in marketing, participants will be better able to **collaborate with data scientists to develop robust, customized AI-based applications for competitive advantage**.

Leverage your customer data with AI to deliver personalized marketing!

Top Take-Aways

Participants will leave the program with an understanding of:

1. Major challenges facing the marketing and advertising industry today
2. Introductory concepts for AI and Machine Learning related to marketing
3. The nature of Big Data and how it connects to AI
4. Customer segmentation practices and strategies
5. Applications of
 - Dynamic Pricing
 - Product Innovation
 - Promotions and Offers
 - Customer Segmentation
 - Creative Storytelling and Advertising
6. Next-generation Creative and Research Agency Models

Who Should Attend

- Manager / senior manager / VP of loyalty programs
- Director / senior director / VP of marketing
- Loyalty / marketing analysts
- Marketing communications managers
- Brand, category and product managers
- Sales managers
- Creative / advertising / marketing agency business managers

A non-technical, business insight-rich approach.

This interactive program has been developed for non-data scientists and does not require any prior technical knowledge. It features collaborative discussions and practical, real-world case studies.

Overview of Learning

Introductory Concepts for AI and ML for Marketing

- Rule-based systems
- Inference engines
- Heuristics / hierarchical learning

Core AI Algorithms Relevant for Marketing

- Supervised / unsupervised / reinforcement learning

Product Innovation Applications

- Inputs and data for product innovation
- Identifying product contexts
- Algorithmic feature and bundling options

Dynamic Pricing Applications

- Real-time AI solutions for dynamic pricing
- Key inputs / data for AI-based pricing analysis
- Control theory and dynamic pricing

Promotions and Offers Applications

- Real-time optimization for promotions
- Promotions driven by loyalty program data
- Extracting "personality" from loyalty data

Customer Segmentation Applications

- Inputs and data required
- Analytical tools for segmentation required
- Segmenting Customer Lifetime Value

Brand Tracking and Development Applications

- Optimizing brand personality
- Brand tracking and performance correlation
- Effective product-tracking

Continues Online

Register Today!

Dates & Locations:

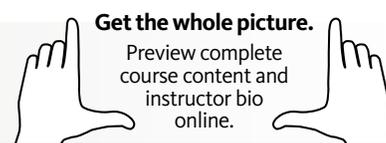
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Registration Fee:

\$2,850 + applicable taxes

Registration Details:

- Tuition includes teaching materials, lunches and refreshments, but not accommodations
- A corporate rate is available at partner hotels
- Programs run from 9:00 a.m. to 4:30 p.m.
- Modules, speakers, topics, dates, fees, and locations are subject to change
- Complete registration details at seec.online/FAQ



Complete Details / Register Today

<http://seec.online/12680>

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