



5 Courses

**What Can AI Do for Marketing?**

**Generative AI in Marketing**

**AI's Existing Impact**

**Driving Customer Equity with AI**

**Capstone: Making the Case for AI**



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**Anhad Mahajan**

has successfully completed the online, non-credit Specialization

## AI for Marketing

This specialization explores the transformative impact that AI will have on marketing by guiding learners through its applications across the customer journey. Participants will gain experience in leveraging AI to support customer acquisition and retention, creating compelling marketing content using generative AI, and assessing the effectiveness of AI-driven strategies. After completing the specialization, learners will be equipped to leverage AI to enhance marketing outcomes and drive growth.

Goizueta Chair in  
Business Technology  
and Professor of  
Marketing

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