AI Literacy Framework Marketing Use Case

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Who the hell do I think I am?

- Completed my MSc in 1991 with projects in AI
  - Rule-based systems with XiPlus
  - Case-Based Reasoning with CBR Express
- Naval pattern matching project
- Developed a rule-based strategic business decision-making expert system for coaching strategic management students and trainees at Leeds Met to make rational strategic decisions
- Fell out of AI when it was clear there was no future in AI – "The AI Winter" in 1994
- Yet here we are

What does AI Literacy mean for us in a Business School?

- For us:
  - AI Literacy is a subset of a broader Digital Literacy
    - More about that project another time at a different conference
- For us:
  - AI Literacy is about being able to **operate** with **comfort** and **ease** in an AI world/environment
- In our worldview
  - AI won't take your job, but an AI literate person will
- In Business School language
  - AI Literacy has moved from being high potential, already gone through strategic advantage and is now a key operational quality
- Without AI literacy, one is at a strategic disadvantage

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We've built a 'Complete Framework for AI Literacy' for Non-Tech Business Professionals

- There are few models of AI Literacy around
  - It's too new

- Most focus on skills and training

- But there are a few literacies which have common features

- One which is gaining some traction is Stella Lee's model "AI Literacy for L&D"
  - https://paradoxlearning.com/e-learning/developing-ai-literacy-for-ld/

- Like all models – it's a bit light on detail, so I've decided to get to the granular detail
  - A detailed complete Framework for AI Literacy V1.0

6 AI Pillars for Non-Tech Business Professionals

- AI Fundamentals

- AI Data Fluency

- AI Critical Thinking

- **AI Use Cases** (I've done one for the broad marketing domain which we're going to look at)

- AI Ethics

- AI Future of Work

- Lee also refers to AI Pedagogy, but I think that fits within AI Use Cases
  - That's for a different conference

AI Pillars for Non-Tech Business Professionals

- Within each pillar, we have developed key learning outcomes for that pillar

- Successful demonstration of outcomes in that pillar can then suggest AI literacy within that pillar

- For each LO, we've then created 9 KSB competences (3 elements of knowledge, 3 skills and 3 behaviours) that we believe can underpin successful demonstration of the learning outcome

- For each LO we've also created 5 example questions that can be used to test whether that outcome has been achieved

AI Pillars and Outcomes

- Outcomes for pillars
  - AI Fundamentals – 9 LOs
  - AI Data Literacy – 10 LOs
  - AI Critical Thinking – 10 LOs
  - **AI Use Cases (Marketing Use Case)** – 10 LOs
  - AI Ethics – 10 LOs
  - AI Future of Work – 10 LOs
- It means there are 59 LOs, 531KSBs and 295 test questions
  - You'll have to come/invite me to a different presentation about the rest of this granular literacy

Let's look at our pillar in detail:
AI Literacy Framework Marketing Use Case

What's the AI Literacy Framework Marketing Use Case Pillar Theme?

AI Theme:

- AI can automatically produce:
  - Customized (brand) messaging and creative content for digital and traditional marketing after training on brand guidelines and customer data

- Marketers should
  - Strategically validate
  - Augment & enhance human-led workflows
  - Use models
  - Consider attribution ethics
  - Evaluate business impact over time

The AI Use Case in Marketing is:

- Applying content creation to augment (branded) marketing campaigns

- Auditing for accuracy, attribution, and performance lift

To demonstrate broad Marketing Use Case AI Literacy, marketers need to be able to:

- Generate brand or marketing messaging with models using specific prompt formulation techniques

- Evaluate the use of AI-generated copy and creative content for areas like ads, web pages, product descriptions

- Assess processes to validate factual accuracy and representation in marketing content from systems

- Produce dynamic personalised offers using models trained on customer data and preferences

- Determine the efficacy of AI-generated content and creative compared to human-produced alternatives

- Articulate proper creator credits and usage rights for assets used in AI-generated marketing materials

- Compare roles of humans and AI in collaborative creative processes for marketing campaigns

- Identify risks from audio/video content manipulation in building brand trust

- Design strategies to augment jobs like content writing, graphic design, market analysis with technologies

- Project workflow efficiencies, cost savings and impact from AI marketing use cases over time

Let's home in on a few of those LOs

- Remember – each learning outcome has 9 competencies (3 elements of knowledge, 3 skills and 3 behaviours - KSBs) that we believe can underpin successful demonstration of the learning outcome

- And we've created 5 example questions that can be used to see whether the outcome has been achieved

To demonstrate broad Marketing Use Case AI Literacy, marketers need to be able to:

- **LO1 Generate brand or marketing messaging with models using specific prompt formulation techniques**

- Evaluate the use of AI-generated copy and creative content for areas like ads, web pages, product descriptions

- Assess processes to validate factual accuracy and representation in marketing content from systems

- Produce dynamic personalised offers using models trained on customer data and preferences

- **LO5 Determine the efficacy of AI-generated content and creative compared to human-produced alternatives**

- Articulate proper creator credits and usage rights for assets used in AI-generated marketing materials

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Let's look at LO1 first

Generate brand or marketing messaging with models using specific prompt formulation techniques

LO1 KSBs - Knowledge

- In order to be able to generate brand or marketing messaging with models using specific prompt formulation techniques, the knowledge you'll need:
    - **K1: Understanding of natural language generation (NLG) and its application in creating marketing content**
    - **K2: Familiarity with the principles of effective prompt design to guide AI in generating desired outputs**
    - **K3: Insight into the importance of brand voice consistency and how AI can maintain or disrupt this consistency**

LO1 KSBs - Skills

- In order to be able to generate brand or marketing messaging with models using specific prompt formulation techniques, the skills you'll need:
  - **S1: Ability to craft detailed and precise prompts that lead to the generation of content aligned with brand messaging**
  - **S2: Skill in refining and iterating prompts based on the AI's output to better meet marketing objectives**
  - **S3: Competence in utilizing various AI tools and platforms for generating marketing messages and content**

LO1 KSBs - Behaviours

- In order to be able to generate brand or marketing messaging with models using specific prompt formulation techniques, the behaviours you'll need to exhibit:
    - **B1: Systematic evaluation of AI-generated content to ensure alignment with brand standards and messaging goals**
    - **B2: Continuous learning and adaptation to leverage AI advancements in content creation**
    - **B3: Collaboration with cross-functional teams to integrate AI-generated content within broader marketing strategies**

LO1 Example Test Questions

- What considerations should be taken into account when formulating prompts for AI to generate brand messaging?

- How can you ensure that the AI-generated messaging remains true to the brand's voice and ethos?

- What are the potential pitfalls when relying on AI for marketing message generation, and how can they be mitigated?

- In what ways can prompt formulation techniques be improved to yield better results from AI models?

- How do you balance creativity and consistency when using AI to generate marketing content?

Let's home in on LO5

Determine efficacy of AI-generated content and creative compared to human-produced alternatives

LO5 KSBs - Knowledge

- In order to be able to determine efficacy of AI-generated content and creative compared to human-produced alternatives, the knowledge you'll need:
  - **K1: Understanding of evaluation metrics for content performance, such as engagement rates, conversion rates, and ROI.**
  - **K2: Knowledge of the capabilities and limitations of AI in producing various types of content, from text to multimedia.**
  - **K3: Insight into the creative process in both AI and human contexts, including the nuances that drive emotional resonance with audiences.**

LO5 KSBs - Skills

- In order to be able to determine efficacy of AI-generated content and creative compared to human-produced alternatives, the skills you'll need:
    - **S1: Ability to design and conduct experiments, such as A/B testing, to compare the performance of AI-generated content with human-created content.**
    - **S2: Skill in analyzing content analytics to draw conclusions about the relative effectiveness of content types.**
    - **S3: Competence in applying qualitative research methods, such as surveys and focus groups, to gauge audience reaction to AI vs. human content.**

LO5 KSBs - Behaviours

- In order to be able to determine efficacy of AI-generated content and creative compared to human-produced alternatives, the behaviours you'll need exhibit:
  - **B1: Regularly engaging with new AI content generation technologies and comparing them against established human creative processes**
  - **B2: Continuously learning about emerging trends in content creation and audience preferences**
  - **B3: Maintaining an unbiased approach when evaluating content efficacy, regardless of its origin**

LO5 Example Test Questions

- What criteria can be used to measure the efficacy of AI-generated content versus human-produced content?

- How can the emotional impact of AI-generated content be assessed compared to human-generated content?

- What are the potential benefits of combining AI-generated and human-produced content in a marketing strategy?

- How can marketers ensure that AI-generated content maintains brand voice and adheres to creative strategies?

- In which scenarios might AI-generated content outperform human-created content, and vice versa?

Do you want to look at any of the others? I can drag up any of the LO, KSB and Test Question sheets

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What's the benefit of the AI Literacy Framework Marketing Use Case?

- To develop a curriculum with marketing education
  - We're just getting our heads around Digital Literacy
  - We need to be intellectually retooling the next generation for the future
- To identify specialist professional development priorities amongst the working professional community
  - This sector is one of those that will be most impacted by AI in the next 24 months
- To identify areas of weakness in organisations
  - Agencies and marketing functions need to intellectually retool quickly to avoid oblivion

Recap

- So that repeats
  - AI Fundamentals – 9 LOs
  - AI Data Fluency – 10 LOs
  - AI Critical Thinking – 10 LOs
  - **AI Marketing Use Case – 10 LOs**
  - AI Ethics – 10 LOs
  - AI Future of Work – 10 LOs

- 9 KSBs for each LO

- 5 test questions for each LO

- Set up to inform future student and staff professional development