

Smart learning plan (training)

Dear Miguel,

These recommendations are designed to support your preparation for module 4.

Learning objectives

1. **Utilize AI tools for strategic brand planning:** Learn how to create a unique brand identity for your fusion café that resonates with both Brazilian and Finnish cultures.
2. **Develop marketing campaigns using AI:** Understand how to design effective marketing strategies that leverage AI tools to reach your target audience in Finland.
3. **Implement AI-powered customer engagement tools:** Explore how chatbots and other AI tools can enhance customer service and engagement in your café.
4. **Anticipate market trends using AI:** Use AI to analyze market data and predict trends in the food and beverage industry, helping you to stay ahead of the competition.

Assignments

Brand Identity Creation:

- Use an AI tool like Canva or Looka to design a logo and branding materials for your fusion café.
- Document the prompts you used to generate ideas and the reasoning behind your design choices.

Marketing Campaign Development:

- Create a simple marketing campaign using an AI tool like ChatGPT to generate social media posts and promotional content that highlights your café's unique offerings.
- Explain the process you followed, including the prompts used to generate content and how you tailored it to your target audience.

Customer Engagement Simulation:

- Set up a basic chatbot using a platform like ManyChat or Chatfuel to simulate customer interactions for your café.
- Describe the scenarios you programmed into the chatbot and how it can enhance customer service.

Market Trend Analysis:

- Use an AI tool like Google Trends or a market analysis tool to research current trends in the food and beverage industry in Finland.
- Summarize your findings and discuss how these trends could influence your business strategy.

We hope these recommendations will help you prepare for module 4. If you have any questions, please contact your teachers.