

## Gen AI for Marketing Team

## Duration – 24 Hours

**Program Description**

This program introduces marketing professionals to the transformative potential of Generative AI. It covers foundational concepts, practical tools, and real-world applications across content creation, personalization, campaign optimization, and digital marketing.

Participants will gain hands-on experience with GenAI tools and learn to apply them ethically and effectively in modern marketing strategies.

**Learning Outcomes**

- Understand the role and relevance of Generative AI in modern marketing.
- Apply GenAI techniques in content creation, including blogs, ads, and social media.
- Explore the future of SEO and search with tools like ChatGPT plugins.
- Design personalized marketing strategies using AI-driven buyer personas and experimentation.
- Analyze and optimize campaigns using AI-powered analytics and attribution models.
- Identify and use leading GenAI tools tailored for marketers.
- Recognize ethical considerations and ensure responsible AI usage in marketing.

**Course Topics**

- ❖ Introduction to Generative AI in Marketing
  - ❖ AI in Marketing
  - ❖ Relevance of Generative AI in Marketing
  - ❖ Recent Generative Architectures
  - ❖ Chatbots and Prompt Engineering
- ❖ Generative AI in Content Creation
  - ❖ Overview of AI-generated content
  - ❖ Types of AI-generated content
- ❖ The Future of Search, SEO, and Digital Marketing
  - ❖ ChatGPT Plugins
  - ❖ Future of Search and SEO
- ❖ Generative AI for Personalization
  - ❖ Creating and Targeting Buyer Personas
  - ❖ AI-Driven Personalization Strategies
  - ❖ Data-Driven Experimentation with AI
- ❖ Analyzing and Optimizing Campaigns with AI
  - ❖ Attribution Measurement in a Post-ATT World
  - ❖ AI for Marketing Analytics
- ❖ Current Landscape of Generative AI in Marketing
  - ❖ Real-World Use Cases
  - ❖ GenAI Tools for Marketers
  - ❖ Ethical and Responsible AI Usage

The modules will be tailored to address UPS-specific problem statements