



London TDM

# Marketing and Communication Training Courses

**Course Venue:** Malaysia - Kuala Lumpur

**Course Date:** From 26 April 2026 To 30 April 2026

**Course Place:** Royale Chulan Hotel

**Course Fees:** 6,000 USD

## Introduction

Artificial Intelligence (AI) is revolutionizing the marketing landscape. This 5-day course, "Artificial Intelligence in Marketing Strategy," is designed to equip marketing professionals with the knowledge and tools necessary to integrate AI effectively into their marketing strategies. Participants will gain insights into AI technologies and learn how to apply them to enhance customer engagement, automate processes, and optimize marketing outcomes.

## Objectives

- Understand the fundamentals of AI and its role in marketing.
- Explore the latest AI tools and technologies used in marketing.
- Learn to leverage AI for customer segmentation and personalized marketing.
- Discover AI-driven strategies for content creation and distribution.
- Develop skills to measure and analyze AI marketing performance.

## Course Outlines

### Day 1: Introduction to AI in Marketing

- Overview of AI and its applications in marketing.
- Understanding machine learning and data-driven decision-making.
- AI trends transforming the marketing industry.
- Case studies on successful AI marketing strategies.
- Ethical considerations and challenges in AI marketing.

### Day 2: AI Tools and Technologies

- Introduction to AI software and platforms.
- Exploring AI-driven marketing tools (e.g., chatbots, predictive analytics).
- Hands-on workshop: Using AI tools for marketing tasks.
- Assessing the ROI of AI technologies in marketing.
- Future outlook: Emerging AI tools for marketers.

### Day 3: AI for Customer Segmentation and Personalization

- Understanding customer data and AI-driven segmentation.
- Personalized marketing strategies using AI.
- AI models for predicting customer behavior.
- Implementing AI in CRM systems for enhanced targeting.
- Workgroup session: Building a customer profile with AI insights.

### Day 4: AI in Content Creation and Distribution

- Utilizing AI for content generation: Opportunities and tools.
- AI-driven content curation and recommendation systems.
- Optimizing content distribution through AI insights.
- Case studies: Brands excelling with AI-enhanced content marketing.
- Hands-on activity: Designing an AI-powered content strategy.

## **Day 5: Measuring and Analyzing AI Marketing Performance**

- Key performance indicators (KPIs) for AI in marketing.
- Data analytics and visualization tools for performance measurement.
- Interpreting AI-generated insights to improve strategies.
- Continuous improvement: Iterating strategies based on AI feedback.
- Final project presentation: Proposing an AI-driven marketing strategy.