



COURSE SYLLABUS

ARTIFICIAL INTELLIGENCE (AI) AND ITS IMPACT ON THE MARKETING AREA

Professor

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SHORT BIOGRAPHY

Expert in the marketing area with more than 20 years of experience in the application of analytical marketing strategies. Specialist in quantitative and qualitative research processes to discover new insights in target markets. Skills in data analysis and strategies, Big Data, Business Intelligence, and predictive models. With a high knowledge of digital transformation processes. Knowledge of digital marketing and e-commerce strategies for global brand positioning. High capacities in Geo-referenced data analysis. Consultant in the marketing area with skills in new marketing trends with sustainability. Consultant and researcher in the area of marketing with skills in new sustainable and regenerative marketing trends. Management skills to create and propose marketing strategies based on innovation and purposeful brands in order to create new frontiers in target markets. Experience of more than ten years in consulting in companies from various sectors of the economy. Teacher and researcher at various universities in Colombia and Mexico at the undergraduate and postgraduate level.

INTRODUCTION/COURSE DESCRIPTION

Artificial Intelligence (AI) in marketing market area was valued at US\$ 10.10 Billion in 2021. The AI in the marketing industry is projected to grow from US\$ 12.80 Billion in 2022 to US\$ 77.40 Billion in 2030, showing a compound annual growth rate (CAGR) of 25.2% from 2022 to 2030 (MRFR Database, 2023).

Artificial Intelligence has vast potential in marketing and AI is changing the way of creating marketing strategies where data, speed, and accuracy will play an important role in the companies of today and tomorrow. The growth of unstructured information (90%) and structured information (10%) must be managed and enhanced by AI to support decision-making in the marketing area, creating competitive advantages that achieve business objectives. Therefore, AI is impacting the way brands and users interact with one another. Marketers can now focus more on the customer and meet their needs in real-time and with greater impact and effectiveness than the competition.

COURSE OBJECTIVES

- Understand how the way marketers can integrate artificial intelligence is changing in your planning and implementation of marketing strategies.
- Develop skills to take advantage of new AI tools to generate knowledge based on data analytics, optimize marketing strategies, and find efficiency in the application of marketing plans.
- Acquire knowledge supported by the use of different AI software.
- Transform current skills and knowledge in marketing with the new focus of AI to optimize planning, implementation, and obtaining surprising results for the company.
- Comprehensively understand how AI is changing the functions of the marketing specialist.

COURSE METHODOLOGY

- Understanding and explanation of the scope and impact of various tools and software in AI to optimize work in the marketing area.
- Knowledge will be applied to different AI tools that exist on the market.
- In every class of the course the student must have prepared the readings and works that support the teacher's explanations.
- Each session will have an explanation of concepts, and an analysis of the readings to clarify questions using highly impactful pedagogical methodologies and supported by technological tools.
- The sessions will have a theoretical component (20% of the total time), a demonstration of an AI tool that supports the session topic (40% of the session time), and collaborative work (20%).

EVALUATION SYSTEM

20%	Checking readings
20%	Certifications
30%	Classwork by team
30%	Team projects apply AI in the marketing area

COURSE PREREQUISITES

Participants must understand the main marketing concepts and have a high interest in emerging technologies and their impact on the business world.