

SUPSI

AI driven marketing

Modulo breve

Presentazione

The main objective of this course is to provide participants a comprehensive understanding of the meaning of AI-driven marketing, its role in companies as well as its interfaces and intersections with other disciplines. Participants will develop and enhance a profound knowledge of the role of data as well as artificial intelligence in marketing and companies, its opportunities, and challenges for marketing as well as its current trends. The course emphasizes the different usage and application of AI in marketing to create immersive and multi-experience marketing.

The first part of the course offers and introduces an overview of the main elements of AI-driven marketing, including big data, data-driven decision-making, and customer centricity. In second part of the course, special attention will also be given to how AI in general, and AI-driven technologies (i.e. VR/AR/IoT/Metaverse) in particular, allow physical and digital customer experience to immerse. As part of it, the course will introduce customer journey and experience in the digital world as well as the technical requirements needed to put immersive marketing into place.

Participants will apply the theories and concept learnt on a case study related to their company throughout the course.

Moreover, participants have the opportunity to integrate the acquired knowledge and skills to develop an AI-driven marketing strategy for their companies.

The course is an online course and involves lectures, group discussions, in-class games, as well as individual presentations.

Obiettivi

This course provides a holistic understanding of AI-driven marketing in modern companies. Participants will acquire knowledge about the technological as well as business opportunities and challenges in data-driven marketing related to a digital and fast-changing world.

The concepts and tools presented in this course allow participants to:

- To convey a profound understanding of AI-driven marketing in modern companies, its interactions and interfaces with marketing, its main instruments, recent trends and developments
- Develop an understanding of AI-driven marketing strategies, its functionalities, and limitations to create multi-experience marketing
- Formulate an AI-driven marketing strategy

Destinatari

Entrepreneurs, managers, professionals and operators interested in the sector, e-commerce manager, marketing manager, commercial directors, Web marketing consultants, product manager, social media manager, digital marketing manager.

Requisiti

Basics understanding of digital marketing.

Certificato

Certificate of attendance.

2 ECTS subject to passing the exams provided by the training course.

Crediti di studio ECTS

2 ECTS

Programma

- Introduction into AI
- The role of AI in marketing
- Opportunities and challenges of AI-driven marketing
- Requirements for AI-driven marketing

Big data & marketing

- Defining big data
- Data structures and types
- Value creation with big data in marketing
- Types of big data strategies in marketing

Insights & decision making

- Types of data analytics
- Predictive analytics in data-driven marketing (i.e. AI/ML/VR)
- Data-driven decision making

Multi-experience customer journey

- Customer centricity
- Customer journey and journey maps in the digital world
- Data-driven personalization and customization of the customer journey

AI-driven marketing

- Customer centricity
- Customer journey and journey maps in the digital world
- Data-driven personalization and customization of the customer journey

Final presentations

- Individual student presentation on their company case

Durata

24 hour-lessons

Responsabile/i

Roberto Mastropietro, head of continuing education, IT Area

Relatore/i

Prof. Dr. Jana Gross, Professor of Digital Marketing and New Technologies, KEDGE Business School, France

Date

February, 27

March , 6, 13, 20, 27

April, 3 2023

Orari

17.30-21.00

Luogo

The course will take place online.

Costo

CHF 1'200.00

The cost includes the didactic documentation and the issuing of the certificate.

There is a 10% discount for individual members of the AFTI, AITI, ATED and itSMF.

Contatti

roberto.mastropietro@supsi.ch

Informazioni

SUPSI, Dipartimento tecnologie innovative

Polo universitario Lugano - Campus Est

Via La Santa 1

CH-6962 Lugano-Viganello

T +41(0)58 666 66 84

dti.fc@supsi.ch

Termine d'iscrizione

Within February 3, 2023

Link per le iscrizioni

<https://fc-catalogo.app.supsi.ch/Course/Details/36183>