D-Academy
HM Plaza Muree Road,
Rehmanabad Rawalpindi

Instructor: Ms.Tehmina Ejaz

Course Name	AI-Driven Digital Marketing
Medium of Instruction	English
Authorization	Higher Education Commission (HEC)
Institution	D-Academy & AGSA Consultancy

AI-Driven Digital Marketing Syllabus: An Overview

AI-Driven Digital Marketing focuses on equipping students with the knowledge and skills to harness artificial intelligence for enhancing marketing strategies. The course covers essential areas like AI tools for content generation, predictive analytics, personalized targeting, and campaign automation. Students will learn to optimize marketing efforts by analyzing data patterns and automating repetitive tasks to achieve impactful results.

The total course duration is **7 weeks**, with lectures, assignments, quizzes, and hands-on projects. Each week covers key AI marketing concepts, giving students a structured path to understanding and implementation.

Course Objectives

The objectives of this course are as under

- To provide students with a comprehensive understanding of AI-powered marketing tools and strategies.
- To teach practical applications of AI in content creation, customer segmentation, and advertising campaigns.
- To enhance students' ability to interpret and use data insights for effective marketing decision-making.

Learning Outcomes

Students will be able to:

1. Understand the fundamentals and applications of AI in digital marketing.
2. Use AI tools for content creation, customer insights, and predictive analytics.
3.Develop and automate marketing campaigns using machine learning algorithms.
4. Interpret AI-driven analytics to optimize marketing efforts.

Target Audience

The target audience of the AI-Driven Digital Marketing course includes undergraduate and graduate students pursuing degrees in marketing, business, computer science, or related fields who are interested in learning how to apply AI technologies to digital marketing strategies. It also includes students seeking to gain a competitive edge in the evolving digital landscape by acquiring practical knowledge of AI-driven marketing tools and techniques.

Teaching and Learning Methodologies

- Lecturing
- Hands-on Projects
- Class discussions and quizzes
- Case studies and market analysis
- Audio/visual aids

Requirements

Students are expected to attend all sessions and come with a basic understanding of digital marketing concepts.

Grading breakdown

Assessment Instrument Percentage:

Quizzes	15%
Tasks	10%
Midterm Project	35%
Final Exam	40%

Sections and Topics

Sno.	Topic	Week/Date	Content	Assignment
1	Introduction to AI in Marketing	Week 1	Overview of AI in digital marketing, trends, and use cases	
2	AI Tools for Content Creation	Week 1	Text and image generation tools	
3	Customer Segmentation with AI	Week 1	Data-driven customer profiling and targeting	
4	Predictive Analytics	Week 2	Automated ad campaigns and bidding strategies	Assignment no.1
5	AI-Powered Advertising	Week 2	Strategies for Reading Comprehension questions	
6	Natural Language Processing (NLP)	Week 2	Sentiment analysis and chatbot applications	Quiz no.1
7	Personalization in Marketing	Week 3	AI-driven recommendation engines	
8		**MIDTERM**		
9	Campaign Optimization with AI	Week 4	Analyzing campaign performance	Quiz
10	Ethical AI in Marketing	Week 4	Data privacy and ethical considerations	
11	AI for Social Media Analytics	Week 5	Social listening and influencer identification	Quiz no.2
12	]Machine Learning for Email Marketing	Week 5	Personalized email campaigns	Assignment no.2

13	Data Interpretation and Reporting	Week 6	Dashboard creation and KPI analysis	Quiz no.3
14	Advanced AI Applications in Marketing s	Week 6	AI for customer journey mappin	
15	Full Practice Project	Week 7	End-to-end AI marketing project	
16	REVISION	Week 7	Final Revision and Strategy	
17	FINAL EXAM	Week 7		

Course Details

1. **AI in Marketing Overview**

Students will understand how AI revolutionizes digital marketing by enhancing decision-making, automating tasks, and creating more personalized customer experiences.

2. **Content Creation Using AI**

Explore AI-powered tools like GPT models for content generation, image creation, and automated copywriting techniques.

3. **Predictive Analytics**

Learn how AI analyzes past marketing data to forecast future trends and identify high-conversion opportunities.

3. **Campaign Optimization**

Understand the role of machine learning in campaign management, automated A/B testing, and performance analysis.

3. **Ethical AI in Marketing**

Address ethical concerns, data privacy, and AI bias in digital marketing strategies.

This Syllabus is systematically drafter by ms. Tehmina Ejaz (Director D-Academy) considering the curriculum and syllabus requirements of the particular course.

Note: The necessary changes in the syllabus can be done effectively if required.