Mindluster Platform

About the course AI for marketing strategy

AI for marketing course, in this course we delve into the transformative power of artificial intelligence in the marketing landscape. From predictive analytics to personalized customer experiences, this course explores how AI revolutionizes marketing strategies, enabling businesses to make data-driven decisions, optimize campaigns, and enhance customer engagement. Through case studies and practical applications, learners gain insights into leveraging AI tools and techniques to drive growth and competitiveness in today's dynamic market environment.

Artificial Intelligence Category's Courses

Course Lesson(61)

Lesson 1 : **AI in Marketing Promo Video**

Lesson 2 : **Lec 01 Understanding the basics of AI in Marketing I**

Lesson 3 : **Lec 02 Understanding the basics of AI in Marketing II**

Lesson 4 : **Lec 03 Understanding the basics of AI in Marketing III**

Lesson 5 : **Lec 04 Introduction to AI Algorithms**

Lesson 6 : **Lec 05 Designs of AI Transition process and AI matrix**

Lesson 7 : **Lec 06 Customer value and Role of AI in Value Delivery Process**

Lesson 8 : **Lec 07 Transforming Marketing Strategy using AI I**

Lesson 9 : **Lec 08 Transforming Marketing Strategy using AI II**

Lesson 10 : **Lec 09 Transforming Marketing Strategy using AI III**

Lesson 11 : **Lec 10 Transforming Marketing Strategy using AI IV**

Lesson 12 : **Lec 11 Transforming Marketing Strategy using AI V**

Lesson 13 : **Lec 12 Using AI for STP**

Lesson 14 : **Lec 13 Application of AI in Marketing Mix I**

Lesson 15 : **Lec 14 Application of AI in Marketing Mix II**

Lesson 16 : **Lec 15 Marketing Information Systems and its Components**

Lesson 17 : **Lec 16 What is Marketing Research I**

Lesson 18 : **Lec 17 What is Marketing Research II**

Lesson 19 : **Lec 18 Individual Dynamics and its influence on Consumer Behaviour**

Lesson 20 : **Lec 19 Consumer Buying Decision Process**

Lesson 21 : **Lec 20 Understanding Customer Journey I**

Lesson 22 : **Lec 21 Understanding Customer Journey II**

Lesson 23 : **Lec 22 Customer Experience Meaning Characteristics**

Lesson 24 : **Lec 23 Personalization Going Beyond Segmentation I**

Lesson 25 : **Lec 24 Personalization Going Beyond Segmentation II**

Lesson 26 : **Lec 25 Avatar marketing**

Lesson 27 : **Lec 26 Standardization Personalization Relationalization of Brands using AI**

Lesson 28 : **Lec 27 Understanding Networks and Brand Network Effect**

Lesson 29 : **Lec 28 Understanding the Use of AI for Addressing Competition**

Lesson 30 : **Lec 29 AI and Brand Equity**

Lesson 31 : **Lec 30 AI and New Brand Realities I**

Lesson 32 : **Lec 31 AI and New Brand Realities II**

Lesson 33 : **Lec 32 AI for Value Creation and Product Development**

Lesson 34 : **Lec 33 Personalization and hyper personalization Using AI I**

Lesson 35 : **Lec 34 Personalization and hyper personalization Using AI II**

Lesson 36 : **Lec 35 Personalization and hyper personalization Using AI III**

Lesson 37 : **Lec 36 Personalization and hyper personalization Using AI IV**

Lesson 38 : **Lec 37 Personalization and hyper personalization Using AI V**

Lesson 39 : **Lec 38 Implementation of AI by Product Managers**

Lesson 40 : **Lec 39 AI in Service**

Lesson 41 : **Lec 40 Pricing Strategies Using AI I**

Lesson 42 : **Lec 41 Pricing Strategies Using AI II**

Lesson 43 : **Lec 42 Pricing Strategies Using AI III**

Lesson 44 : **Lec 43 Pricing Strategies Using AI IV**

Lesson 45 : **Lec 44 Role of AI in Advertising I**

Lesson 46 : **Lec 45 Role of AI in Advertising II**

Lesson 47 : **Lec 46 AI in Sales promotion and Direct Marketing**

Lesson 48 : **Lec 47 AI in PR and Publicity and Social Media Marketing I**

Lesson 49 : **Lec 48 AI in PR and Publicity and Social Media Marketing II**

Lesson 50 : **Lec 49 Personal Selling using AI**

Lesson 51 : **Let 50 Sales management using AI**

Lesson 52 : **Lec 51 AI and Marketing Channel Management**

Lesson 53 : **Lec 52 Omnichannel Marketing and Retailing**

Lesson 54 : **Lec 53 Changing face of Retailing in the age of AI**

Lesson 55 : **Lec 54 AI in Logistics Management I**

Lesson 56 : **Lec 55 AI in Logistics Management II**

Lesson 57 : **Lec 56 Navigating Ethical Challenges in AI I**

Lesson 58 : **Lec 57 Navigating Ethical Challenges in AI II**

Lesson 59 : **Lec 58 Navigating Ethical Challenges in AI III**

Lesson 60 : **Lec 59 Navigating Ethical Challenges in AI IV**

Lesson 61 : **Lec 60 AI and Sustainability**

Related courses

ChatGPT for Developers

Machine Learning Roadmap for beginners

AI Basics

ChatGPT Content For Beginners

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Chat GPT

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