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HOW AI IS RESHAPING THE DIGITAL MARKETING INDUSTRY

Start Date:	14/02/2027	**End Date:**	18/02/2027
Categories:	Artificial Intelligence & En	**Venues:**	Kuwait
Formats:	In Person	**Instructors:**	

OVERVIEW

This course dives into the transformative impact of AI on digital marketing strategies, tools, and audience engagement. Participants will explore how AI is revolutionizing content creation, targeting, automation, and customer analytics.

OBJECTIVES

By the end of this course, participants will be able to: – Understand the key AI technologies driving marketing innovation. – Use AI to personalize content and customer experiences. – Automate campaign creation, testing, and reporting. – Leverage predictive analytics and sentiment analysis. – Evaluate tools like ChatGPT, DALL·E, and generative AI for marketing.

COURSE OUTLINE

1- AI in the Modern Marketing Toolkit 2- Content Creation, Personalization, and AI Copywriting 3- Customer Journey Mapping with Predictive Analytics 4- Ad Optimization and Campaign Automation 5- AI Ethics, Privacy, and Regulation in Marketing

TARGET AUDIENCE

All Supervisory Levels, Digital marketers, content creators, social media managers, brand strategists, and growth hackers.

METHODOLOGY

Marketing case labs, AI tool exploration, ad simulation drills, campaign automation practice.

CONCLUSION

Participants will leave ready to integrate AI into their digital marketing workflows and lead future-ready campaigns.

DAILY AGENDA

Day 1: AI Marketing Ecosystem

Survey marketing technologies driven by AI and their use across platforms.

Day 2: Content and Creative Automation

Practice generating and refining AI-assisted text, visuals, and video.

Day 3: Predictive and Behavioral Analytics

Forecast customer needs and behavior using AI modeling.

Day 4: Campaign Automation and Optimization

Automate content testing, A/B analysis, and performance reporting.

Day 5: Ethics and Compliance

Understand the challenges of data privacy and AI transparency in marketing.

For more information, please contact us:
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