Email: info@gatewayconsulting.com | Phone: +96522968641
https://gatewayconsulting.com

GENERATIVE AI IN BUSINESS - CERTIFIED

Start Date:	15/03/2027	**End Date:**	19/03/2027
Categories:	Artificial Intelligence & En	**Venues:**	Barcelona
Formats:	In Person	**Instructors:**	

OVERVIEW

This course provides business professionals with a practical, hands-on approach to understanding and applying generative AI. Participants will explore how AI tools like GPT, DALL·E, and automation platforms are transforming marketing, customer service, innovation, and decision-making. In collaboration with Neuro Business School, Barcelona, Spain.

OBJECTIVES

By the end of the course, participants will be able to: – Understand how generative AI works and where it fits in the business value chain. – Explore use cases for content generation, personalization, and automation. – Identify ethical considerations, data bias, and responsible AI adoption. – Learn to prototype solutions using AI tools for real business problems. – Create AI-augmented strategies for innovation, productivity, and customer experience.

COURSE OUTLINE

1. Generative AI Fundamentals & Business Landscape 2. AI Tools in Content, Marketing & Communication 3. Automation, Decision-Making & AI Strategy 4. Ethics, Risk, and Responsible AI Use 5. Innovation Labs: Building AI-Driven Business Solutions

TARGET AUDIENCE

All supervisory levels, Business leaders, marketing professionals, product managers, digital strategists, innovation leads, and consultants looking to implement or explore AI in their organizations.

METHODOLOGY

Tool walkthroughs (e.g., GPT, DALL·E, Synthesia, Perplexity), case analysis, live prototyping, peer collaboration, and ethical scenario simulations.

CONCLUSION

Participants will be equipped to navigate and lead AI-driven transformation within their companies, design AI use cases, and make informed decisions about integration and scalability.

DAILY AGENDA

Day 1: Understanding Generative AI

Learn the core concepts behind generative AI, including how models work and current capabilities in text, image, and voice.

Day 2: AI in Communication & Marketing

Use AI to generate content, tailor campaigns, and automate digital engagement.

Day 3: AI for Strategy, Forecasting & Efficiency

Explore how AI supports decision-making, workflows, and business intelligence.

Day 4: Responsible AI: Ethics, Bias & Trust

Dive into real-world risks and solutions for fair, secure, and inclusive AI use in business.

Day 5: Innovation Studio: Building AI Solutions

Work in teams to design and present a generative AI solution for a real-world business problem.

For more information, please contact us:
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