

# AI & Marketing Automation – Full Course Syllabus

## Course Overview

This AI & Marketing Automation course is designed to equip learners with modern, in-demand skills to automate, personalize, and scale marketing campaigns using artificial intelligence. The course focuses on hands-on training, real-world tools, and practical projects to prepare learners for industry roles and business growth.

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## Module 1: Introduction to AI and Marketing Automation

- Understanding Artificial Intelligence basics
  - What is marketing automation
  - Role of AI in modern marketing
  - Benefits of automation for businesses
  - Career opportunities in AI marketing
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## Module 2: Digital Marketing Fundamentals

- Overview of digital marketing channels
  - Customer journey and funnels
  - Data-driven marketing concepts
  - Marketing metrics and KPIs
  - Marketing automation use cases
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## Module 3: AI Tools for Marketing

- Overview of AI marketing tools
- ChatGPT and AI content tools
- AI for copywriting and creatives
- AI-powered customer insights

- Ethical use of AI in marketing
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## **Module 4: Marketing Automation Platforms**

- Introduction to automation platforms
  - Email marketing automation tools
  - CRM and automation integration
  - Workflow builders and triggers
  - Managing contacts and segmentation
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## **Module 5: Lead Generation and Nurturing Automation**

- Automated lead capture strategies
  - Lead scoring and qualification
  - AI-based personalization
  - Email drip campaigns
  - Customer engagement workflows
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## **Module 6: AI Content and Campaign Automation**

- AI-generated content strategies
  - Automating social media campaigns
  - AI for ad copy and creatives
  - Campaign scheduling and optimization
  - Performance tracking and improvement
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## **Module 7: Chatbots and Conversational AI**

- Introduction to chatbots
  - AI chatbot tools overview
  - Chatbot setup for websites
  - Customer support automation
  - Lead generation using chatbots
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## **Module 8: Data Analytics and AI Insights**

- Marketing analytics fundamentals
  - AI-powered data analysis
  - Customer behavior prediction
  - Campaign performance insights
  - Data-driven decision making
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## **Module 9: Email and CRM Automation**

- Email automation strategies
  - CRM workflow automation
  - Personalization using AI
  - Customer lifecycle automation
  - Retention and re-engagement campaigns
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## **Module 10: Paid Ads and AI Optimization**

- AI in paid advertising
  - Automated bidding strategies
  - Audience targeting using AI
  - Ad performance optimization
  - Budget and ROI management
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## **Module 11: Automation for E-Commerce**

- AI automation for online stores
  - Customer behavior tracking
  - Abandoned cart automation
  - Product recommendation engines
  - Sales funnel optimization
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## **Module 12: Marketing Automation Tools**

- Popular automation tools overview
  - AI marketing software comparison
  - Integration using APIs and connectors
  - Automation best practices
  - Tool selection strategies
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## **Module 13: Compliance, Privacy, and Ethics**

- Data privacy regulations overview
  - Ethical AI marketing practices
  - Consent and data protection
  - Compliance in automated marketing
  - Risk management strategies
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## **Module 14: Real-World Projects**

- AI-powered email automation project
  - Chatbot implementation project
  - Automated lead nurturing campaign
  - AI content automation project
  - Final capstone project
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## **Tools Covered**

- AI Content Tools (ChatGPT and similar)
  - Marketing Automation Platforms
  - CRM Systems
  - Email Automation Tools
  - Analytics and Reporting Tools
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## **Learning Outcomes**

- Understand AI and marketing automation concepts
- Build automated marketing workflows

- Use AI tools for content and personalization
  - Analyze and optimize marketing performance
  - Implement scalable AI-driven marketing strategies
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## **Career Opportunities**

- AI Marketing Specialist
- Marketing Automation Executive
- CRM Automation Specialist
- Digital Marketing Anal
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