

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.

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

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

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

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

Module 5: Lead Generation and Nurturing Automation

- Automated lead capture strategies
- Lead scoring and qualification
- AI-based personalization
- Email drip campaigns
- Customer engagement workflows

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

Module 7: Chatbots and Conversational AI

- Introduction to chatbots
- AI chatbot tools overview
- Chatbot setup for websites
- Customer support automation
- Lead generation using chatbots

Module 8: Data Analytics and AI Insights

- Marketing analytics fundamentals
- AI-powered data analysis
- Customer behavior prediction
- Campaign performance insights
- Data-driven decision making

Module 9: Email and CRM Automation

- Email automation strategies
- CRM workflow automation
- Personalization using AI
- Customer lifecycle automation
- Retention and re-engagement campaigns

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

Module 11: Automation for E-Commerce

- AI automation for online stores
- Customer behavior tracking
- Abandoned cart automation
- Product recommendation engines
- Sales funnel optimization

Module 12: Marketing Automation Tools

- Popular automation tools overview
- AI marketing software comparison
- Integration using APIs and connectors
- Automation best practices
- Tool selection strategies

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

Module 14: Real-World Projects

- AI-powered email automation project
- Chatbot implementation project
- Automated lead nurturing campaign
- AI content automation project
- Final capstone project

Tools Covered

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

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

Career Opportunities

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