

Artificial Intelligence For Marketing

GoSkills online course syllabus

Skill level

Beginner

Lessons

28

Pre-requisites

No prior experience needed

Video duration

1h 27m

Estimated study time

1h 27m

Instructor

Jim Sterne

Introduction

1 AI for Marketers

Artificial Intelligence is making an impact across all industries, including marketing.

What is Artificial Intelligence?

2 Defining artificial intelligence

Today's new tools will dictate tomorrow's success.

3 A word of caution

Artificial intelligence is not inherently dangerous, but it can cause you some problems.

4 Why AI now?

Artificial intelligence has been on the drawing board for 70 years.

5 Natural language processing

Natural language processing is a large part of artificial intelligence.

6 Conversation bots

An artificial intelligence bot can converse with your prospects and customers.

7 Generative AI bots (audio)

The advent of Generative AI makes old bots quaint.

8

Computer vision

How does a computer “see”?

9

Self-driving cars and robots

Some companies are testing robots in their stores and self-driving cars are a reality.

What Makes Machine Learning Different?

10

Machine Learning: A new type of software

Machine Learning is very different from other programming.

11

Supervised learning

Supervised Learning can help with social media, content creation and a wide variety of marketing tasks.

12

Unsupervised learning

Unsupervised Learning is almost magic.

13

Reinforcement learning

Reinforcement Learning is the workhorse of AI. After this lesson, you'll be able to use this tool to improve all of your customer communications.

Where Machine Learning Shines

14

Dimensionality and cardinality

Artificial Intelligence is very good at two types of data manipulation: Dimensionality and cardinality.

15

Programmatic advertising and attribution

Online advertising has always been automated.

16

Personalization with AI

Everybody wants to be treated as an individual.

Onboarding AI Tips

17 Clearly identified goals
Artificial intelligence is not intelligent.

18 Know your data
Without clean and reliable data, artificial intelligence cannot help you.

19 Which projects are right for AI and ML?
Artificial Intelligence and Machine Learning are very capable, but they are also resource intensive.

20 Buy vs. Build
You can build your own artificial intelligence systems, or you can outsource.

21 Determine which data sets are useful
Humans will always be needed to decide what data to feed an artificial intelligence system.

22 Navigate corporate culture
Bringing Artificial Intelligence into a company is a challenging task. Here are a few pointers on how to manage internal culture and politics.

Being a Valuable Human

23 What humans do better than machines
Artificial intelligence is awesomely powerful, but without humans it doesn't work.

24 Integrated cognition is your superpower
Artificial intelligence is often referred to as "augmented intelligence." After this lesson, you'll learn how to program algorithms to support your imagination, creativity, and invention.

25 Augment yourself
If your company is ready to take the AI plunge, you can always test things out on your own workflow.

26 Reach your potential with generative AI
Generative AI is a very different kind of computing.

Conclusion

27

Marketing gets weird - here comes the future

Once artificial intelligence capabilities are combined, it changes the very fabric of marketing as we know it.

28

Taking action to begin using AI in marketing

The first step to integrating Artificial Intelligence starts with you.

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