

# Artificial Intelligence For Marketing

GoSkills online course syllabus

**Skill level**

Beginner

**Lessons**

28

**Accredited by**

Verified by GoSkills

**Pre-requisites**

No prior experience needed

**Video duration**

1h 27m

**Estimated study time**

1h 27m

**Instructor**

Jim Sterne

## Introduction

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### 1 AI for Marketers

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

## What is Artificial Intelligence?

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### 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?

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**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

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**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

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**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**

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**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**

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## 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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