Goskills

Artificial Intelligence For Marketing

GoSkills online course syllabus

Skill level
Beginner

Lessons
28

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Verified by GoSkills

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.

What Makes Machine Learning Different?

Where Machine Learning Shines

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 punge, 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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