

NEW POP-UP MARKETING COURSE!



WESTERN MICHIGAN UNIVERSITY
Haworth College of Business
Food Marketing



DIAGEO



MKTG 5980 – REGENERATIVE AI FOR MARKETING – 1 CREDIT

GUEST INSTRUCTOR:

SUNNY YURASEK,
MS, DATA SCIENCE
NORTHWESTERN UNIVERSITY

TOPICS COVERED IN THE COURSE:

- ARTIFICIAL INTELLIGENCE, MACHINE LEARNING, DEEP LEARNING, GENERATIVE AI, REGENERATIVE AI
- COMMON AI MODELING TECHNIQUES IN THE FOOD AND BEVERAGE INDUSTRY
- ACCELERATING AND DIFFERENTIATING AN ORGANIZATION WITH AI
- AI DATA FUNDAMENTALS
- AI ASSORTMENT MODELING AND TOOLS
- POSITIVE AND NEGATIVE IMPACTS OF AI ON MARKETING
- ETHICAL AI & CUSTOMER PRIVACY