NEW POP-UP MARKETING COURSE!

MKTG 5980 – REGENERATIVE AI FOR MARKETING – 1 CREDIT

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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