

Course Syllabus

Course Information

Course Prefix, Number, Section: MKT 6364.501

Course Title: AI in Marketing

Term: Spring 2024

Meeting Days & Times: Thursdays at 7 PM

Office hours; By appointment

Professor Contact Information

Email: vivek.goel@utdallas.edu

Team class: MKT 6364.501

Office: 13.311

Course Pre-requisites, Co-requisites, and/or Other Restrictions

Prerequisites: OPRE 6301, OPRE 6359 or MKT 6379

Course Description

AI in Marketing- The course combines theory with hands-on practice. Topics include the different types of AI models in the context of multiple marketing use case scenarios as well as Natural Language Processing (NLP) concepts and techniques, the proper use of prompts, data governance and sources, copyright issues, privacy, and ROI considerations. In addition, the course will address how to effectively work collaboratively with developers in writing business requirements, feedback loops, and long-term quality control. A low or no-code platform will be used which provides a simple interface that uses machine learning to help solve typical marketing deliverables such as customer churn predictions or content generation. The course is geared toward marketing and business students with no programming or advanced analytics skills.

Module 1: Introduction to AI in Marketing

- Overview of artificial intelligence and its significance in marketing.
- Types of AI models and their relevance to marketing use cases.
- Introduction to a low or no-code platform for marketing applications.

Module 2: Understanding AI Technologies in Marketing

- Deep dive into different AI models: supervised, unsupervised, and reinforcement learning.
- Overview and application of Natural Language Processing (NLP) in marketing.
- Hands-on practice with a low or no-code platform to implement basic AI models.

Module 3: NLP Concepts and Techniques in Marketing

- Fundamentals of NLP: language models, sentiment analysis, and text classification.
- The proper use of prompts for generating marketing content and customer interaction.
- Practical exercises on NLP for content creation, customer feedback analysis, and more.

Module 4: Data Governance, Privacy, and Ethical Considerations

- Understanding data sources, quality, and governance in the context of AI marketing projects.
- Discussing copyright issues, privacy laws (GDPR, CCPA), and ethical AI use in marketing.
- Case studies on ethical dilemmas and privacy concerns in AI-driven marketing campaigns.

Module 5: ROI Considerations and Marketing Analytics

- Measuring the impact of AI applications in marketing: customer churn prediction, campaign optimization.
- Analyzing ROI of AI marketing projects and understanding key performance indicators.
- Workshop on using analytics tools within low or no-code platforms for marketing insights.

Module 6: Collaboration with Developers and Continuous Improvement

- Best practices for writing effective business requirements for AI projects.
- Establishing feedback loops and quality control measures for long-term project success.
- Collaborative exercises with hypothetical developer teams to simulate real-world scenarios.

Module 7: Hands-on Project

- Students will apply what they've learned to a real-world marketing problem using a low or no-code AI platform.
- Projects could involve customer segmentation, churn prediction, or automated content generation.
- Emphasis on applying ethical considerations and measuring the project's ROI.

Student Learning Objectives/Outcomes

Upon successful completion of this course, students will be able to:

1. Describe different AI models and their applications in marketing.
2. Utilize NLP techniques for content generation and customer feedback analysis.
3. Navigate and apply low or no-code AI platforms for marketing solutions.
4. Address data governance, copyright, privacy, and ethical considerations in AI marketing projects.
5. Collaborate effectively with developers by writing clear business requirements and establishing feedback loops.

Required Textbooks and Materials

- **Textbook:** Custom course materials provided.

Suggested Course Materials

- **Software:** Access to a designated low or no-code AI platform (details provided in class).

Assignments & Academic Calendar

(Topics, Reading Assignments, Due Dates, Exam Dates)

Weekly Course Schedule

Wk 1: Introduction to AI in Marketing

- Overview of AI in marketing
- Introduction to the course project and low or no-code platform

Wk 2-3: Understanding AI Technologies in Marketing

- Types of AI models
- Basic applications in marketing
- **Mid Term Project Proposal Submission and Presentation**

Wk 4-5: NLP Concepts and Techniques

- Fundamentals of NLP
- Hands-on NLP applications in marketing

Wk6-8: Data Governance, Privacy and Ethical Considerations

- Data sources and governance
- Privacy laws and ethical issues
- **Quiz**

Wk7: Mid- Term Project Workshop

- **Mid Term Project Presentation and Report Due**

Wk9-10: ROI Considerations and Marketing Analytics

- Measuring AI impact
- Analytics tools in low or no-code platforms
- **Final Project Proposal Submission and Presentation**

Wk11-12: Collaboration with Developers and Continuous Improvement

- Writing business requirements
- Establishing feedback loops

Wk 13-14: Hands on Project Development

- Application of course concepts to a comprehensive project

Wk15: **Final Presentations and Reports**

- Presentation of course projects
- Course wrap-up and feedback

Grading Policy

(including percentages for assignments, grade scale, etc.)

Mid Term Project Proposal and Presentation-15%

Mid Term Project Report and Presentation-15%

Final Project Proposal-15%

Final Project Presentation and Report - 35%

Quiz/Test- 15%

Attendance, Participation and Engagement-5%

Grades-

100-93	A
92-90	A-
89-86	B+
85-81	B
80-76	B-
75-71	C+

70-69	C
<68	F

Course & Instructor Policies

(make-up exams, extra credit, late work, special assignments, class attendance, classroom citizenship, etc.)

Class Materials

The instructor may provide class materials that will be made available to all students registered for this class as they are intended to supplement the classroom experience. These materials may be downloaded during the course; however, these materials are for registered students' use only. Classroom materials may not be reproduced or shared with those not in class, or uploaded to other online environments except to implement an approved AccessAbility Resource Center accommodation. Failure to comply with these University requirements is a violation of the [Student Code of Conduct](#).

Class Attendance

The University's attendance policy requirement is that individual faculty set their course attendance requirements. Regular and punctual class attendance is expected. Students who fail to attend class regularly are inviting scholastic difficulty. In some courses, instructors may have special attendance requirements; these should be made known to students during the first week of classes.

Class Participation

Regular class participation is expected. Students who fail to participate in class regularly are inviting scholastic difficulty. A portion of the grade for this course is directly tied to your participation in this class. It also includes engaging in group or other activities during class that solicit your feedback on homework assignments, readings, or materials covered in the lectures (and/or labs). Class participation is documented by faculty. Successful participation is defined as consistently adhering to University requirements, as presented in this syllabus. Failure to comply with these University requirements is a violation of the [Student Code of Conduct](#).

Class Recordings

Students are expected to follow appropriate University policies and maintain the security of passwords used to access recorded lectures. Unless the AccessAbility Resource Center has approved the student to record the instruction, students are expressly prohibited from recording any part of this course. Recordings may not be published, reproduced, or shared with those not in the class, or uploaded to other online environments except to implement an approved AccessAbility Resource Center accommodation. Failure to comply with these University requirements is a violation of the [Student Code of Conduct](#).

The instructor may record meetings of this course. These recordings will be made available to all students registered for this class if the intent is to supplement the classroom experience. If the instructor or a UTD school/department/office plans any other uses for the recordings, consent of the students identifiable in the recordings is required prior to such use unless an exception is allowed by law.

Classroom Citizenship

Off-campus Instruction and Course Activities

(Below is a description of any travel and/or risk-related activity associated with this course.)

Comet Creed

This creed was voted on by the UT Dallas student body in 2014. It is a standard that Comets choose to live by and encourage others to do the same:

“As a Comet, I pledge honesty, integrity, and service in all that I do.”

Academic Support Resources

The information contained in the following link lists the University’s academic support resources for all students.

Please see <http://go.utdallas.edu/academic-support-resources>.

UT Dallas Syllabus Policies and Procedures

The information contained in the following link constitutes the University’s policies and procedures segment of the course syllabus. Please review the catalog

sections regarding the [credit/no credit](#) or [pass/fail](#) grading option and withdrawal from class.

Please go to <http://go.utdallas.edu/syllabus-policies> for these policies.

The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor.