



**Swiss School of Business and Management Geneva
(SSBM Geneva)**

SSBM Geneva Program Outline

MBA in Digital Marketing

Method: Online

Duration of Program: 12 months/2 semesters

Total number of ECTS: min. 60

Avenue des Morgines 12, 1213 Genève
Switzerland

www.ssbm.ch

1. Enrollment criteria

Admission to MBA studies is granted to people who fulfil the following requirements:

- Hold a Bachelor's degree in the related field or an equivalent university degree.

- Applicants who do not have a Bachelor's degree in the related field will have to complete at least 2 online management courses prior to being enrolled into master program and subject to the Recognition of Prior Learning policy. The Admissions Committee decides on the final number of the courses that have to be taken by the student.

- English requirements:

- TOEFL, IELTS or Cambridge
- Intensive English Program certificate
- Previous education in English speaking or Bilingual school with an official certificate
- Test/Interview with SSBM member staff (75 EUR cost which will be deducted from tuition fees upon enrolment).
- If a candidate is not from a majority English-speaking country, then an evidence of English language competency is required.

2. Credit Transfer and Recognition of Prior Learning

Credit Transfer and Recognition of Prior Learning are described in the "Recognition of Prior Learning (RPL) Policy" of SSBM Geneva.

3. Graduation Requirements

Upon successful completion of the MBA program in Digital Marketing students will be awarded with an "MBA in Digital Marketing" delivered by SSBM Geneva. To successfully complete the program, students must:

- Complete all program courses with a passing grade
- Have no outstanding financial obligations towards SSBM

Award of MBA with Distinction

MBA with Distinction, is awarded to students who meet the following terms:

- Complete their studies with an average grade score of minimum 90%:
 - For 6.0 grade scale minimum average grade of 5.5
 - For 4.0 grade scale minimum average grade of 4.0 (letter grade A)

4. Teaching Method and Learning Materials

This program is delivered entirely online through the SSBM Online Learning Portal used by Harvard and MIT. Modules can be completed in student's own time and pace.

Online learning is delivered through **asynchronous** and **synchronous** methods.

Asynchronous learning takes form of:

- prerecorded lectures supplemented by a variety of engaging activities such as quizzes, readings, assignments, capstone projects, knowledge checks, etc.

Synchronous learning takes form of:

- live lectures in form of Live Q&A Sessions, live seminars and webinars, guest lectures, live lectures on specific topics, one to one sessions with the lecturers, etc.

All learning materials for this program are made accessible through the SSBM Online Learning Portal.

Access to SSBM Connect is provided to all SSBM students. SSBM Connect is an online platform to socialize / exchange / engage and communicate with current students, alumni, professors and industry partners.

Access to SSBM e-Library and ESBCO (largest provider of research databases, e-journals, magazine subscriptions, e-books and discovery service) is provided to all students. SSBM Librarian is available to all students to further advance their access to literature.

5. Grading system

Grade elements are described in the course syllabus and consist of formative and summative assessments.

The numerical assessment at a module level is expressed in the following whole grade points and half-grade points in between:

- 6 = very good
- 5 = good
- 4 = sufficient
- 3 = insufficient (fail)
- 2 = weak (fail)
- 1 = very weak (fail)

A grade of 4.0 is equivalent to 60% of the minimum possible performance:

Percent Grade	6.0 Scale
95-100	6.0
90-94	5.5

85-89	5.0
80-84	4.5
60-79	4.0
50-59	3.5
40-49	3.0
30-39	2.5

Additional conversion table for 4.0 and letter grade scales (for international students):

Letter Grade	Percent Grade	4.0 Scale
A	90-100	4.0
B	80-89	3.0
C	70-79	2.0
D	60-69	1.0
F	< 60	0.0

The exam is passed if the total number of points equals to or is above 60.

6. Regular exam deadlines

If the student fails the 1st exam deadlines, he/she can attend regular examinations.

- Students who do not pass the exam in the 1st deadline take the next regular exam.
- Number of times the student can take the exam is 3+1, where the last one is considered as a commission exam. If the student fails, the commission exam he/she has to enroll in the course one more time.
- Commissions exam is held through the commission.
- Commission exam cannot be cancelled.
- Grade achieved on the exam is considered to be the final grade of the student.

If the student decides to refuse the grade achieved on the exam, he/she is obligated to communicate his/her decision to the head of the course and take another exam.

7. Program Outcomes

Master's core Learning Outcomes applicable to all Masters:

- Graduating students will demonstrate fundamental knowledge of the functional areas of business

- Master students will be able to demonstrate proficiency in technical and digital literacy.
- Master students will demonstrate effective teamwork and leadership roles
- Master students will demonstrate good written and oral communications skills
- Master students will be able to communicate effectively and efficiently
- Master students will acquire analytical skills

Program-specific Learning Outcomes:

- Acquire advanced knowledge and skills in leveraging various digital channels such as social media, search engines, email marketing, and content platforms. Explore strategies for optimizing each channel to effectively reach target audiences and achieve marketing objectives.
- Foster strategic thinking in the context of digital marketing by analyzing case studies, formulating data-driven insights, and making informed decisions.
- Develop the ability to create cohesive digital marketing strategies aligned with overall business goals and adapt them to the ever-changing digital landscape.
- Gain proficiency in utilizing data analytics tools to measure the effectiveness of digital marketing campaigns. Learn how to interpret key performance indicators (KPIs), assess return on investment (ROI), and make data-driven adjustments to enhance the overall performance and impact of digital marketing initiatives.

8. Program Curriculum

Course ID	Course	Lecturer	ECTS
37062	Digital Marketing Fundamentals	Desiraju Venkata Bhanukiran	8
37066	Social Media Marketing and Management	Miroslav Varga	6
26700	Strategic Marketing	Meskina Olesya	6
26637	SMarketing – Integration of Sales and Marketing	Ivana Nobilo	6
26910	Digital Advertising Media Planning	Damir Gavran	7
26910	Customer Data Driven Marketing	Damir Gavran	5
37066	Web Analytics and SEM	Miroslav Varga	6
26703	Business Communication	Ivana Nobilo	5
37065	AI in Marketing	Angelina Njegus	6
	Capstone project	SSBM Supervisor	10
		TOTAL:	65

Course Descriptors

DIGITAL MARKETING FUNDAMENTALS

Course Description

In Today's digitally-driven world, understanding the fundamentals of digital marketing is essential for MBA students aspiring to build successful brands. This course aims to equip you with the knowledge and skills necessary to navigate the complexities of the digital landscape and harness its potential for brand building and growth.

Course objectives

Why This Course Matters for Building Digital Brands:

1. Reach and Visibility:

Digital marketing offers unparalleled reach and visibility, allowing brands to connect with audiences across the globe.

Understanding how to leverage digital channels effectively is crucial for expanding brand reach and visibility in today's crowded marketplace.

1. Targeted Engagement:

Digital marketing enables precise targeting, allowing brands to reach specific demographics based on interests, behaviors, and preferences. By mastering digital marketing fundamentals, MBA students can learn to craft targeted campaigns that resonate with their audience and drive engagement.

2. Data-Driven Decision Making:

Digital marketing provides access to vast amounts of data and analytics, offering valuable insights into consumer behavior, campaign performance, and market trends. By analyzing this data, MBA students can make informed decisions to optimize their digital marketing strategies and enhance brand performance.

3. Brand Building and Reputation Management:

Effective digital marketing is essential for building and managing brand reputation in the digital sphere. Through platforms like social media, blogs, and review sites, brands can engage with customers, address concerns, and cultivate a positive brand image. This course will teach MBA students how to leverage digital channels to build and maintain a strong brand presence online.

4. Adaptability and Innovation:

The digital landscape is constantly evolving, with new technologies, platforms, and trends emerging regularly. By understanding digital marketing fundamentals, MBA students can develop the adaptability and innovative mindset necessary to stay ahead of the curve and capitalize on new opportunities for brand growth.

Conclusion:

In conclusion, this course on Digital Marketing Fundamentals is not only essential for MBA students looking to build successful digital brands but also provides a solid foundation for navigating the dynamic and ever-changing digital landscape. By mastering the fundamentals of digital marketing, MBA

students can develop the skills and expertise needed to drive brand growth, engage with audiences, and achieve long-term success in the digital age.

This introduction highlights the importance of understanding digital marketing fundamentals for MBA students and provides a compelling rationale for why mastering these skills is essential for building successful digital brands. The accompanying illustration visually represents the interconnected nature of digital marketing channels, reinforcing the course's focus on navigating the complexities of the digital landscape.

Course Learning Outcomes

The course goal is for students to have fun learning Digital Marketing Fundamentals using a customer centric practitioners' approach to help you understand

- basics quantitatively & qualitatively,
- clarify its relevance,
- provide technical insights across major areas of Digital Marketing and
- Solve case studies and assignment to generate ingrained real world learning

Overview of student workload

Learning activities	Number of Hours	ECTS Allocation
• Lectures – Powerpoint	25	1.0
• Lectures – Video material	6	0.2
• Lectures – reading part	80	3.2
• Preparations for the lectures	20	0.8
• Individual study for additional activities (presentations, seminars, projects, debating, reporting etc.)	15	0.6
• Learning for final assignment + time for solving	55	2.2

Course materials and textbooks

Literature:

HBR publications and case studies as recommended during the course
 "Digital Marketing for Dummies" by Ryan Deiss and Russ Henneberry.
 "Influence: The Psychology of Persuasion" by Robert Cialdini.
 "Contagious: How to Build Word of Mouth in the Digital Age" by Jonah Berger.
 "SEO 2022: Learn Search Engine Optimization with Smart Internet Marketing Strategies" by Adam Clarke.

"Email Marketing Rules: Checklists, Frameworks, and 150 Best Practices for Business Success"

by Chad White.

"Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World" by Gary Vaynerchuk.

"Social Media Marketing Workbook" by Jason McDonald.

"Epic Content Marketing" by Joe Pulizzi.

"Invisible Selling Machine" by Ryan Deiss.

"Data-Driven Marketing: The 15 Metrics Everyone in Marketing Should Know" by Mark Jeffery.

Additional readings:

The assignments and presentation have the respective links to materials and videos for student learning

STRATEGIC MARKETING

Course Description

The aim of this course is to provide learners with a detailed understanding of the marketing planning process and to apply these principles to a variety of business contexts. The unit also provides a comprehensive understanding of environmental analysis and how this can lead to the development of appropriate objectives and strategies to enhance operational marketing performance.

We strongly advise the students to finish the course, lecture after lecture as stated in syllabus, as there is a logical classification of topics as each new topic is based on the previous one.

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Course objectives

Evaluate the role of marketing in an organisation.

Analyse the relationship between corporate strategy and marketing strategy.

Explain how marketing strategy is developed. Evaluate various approaches to internal environmental analysis.

Evaluate various approaches to external environmental analysis.

Explain how internal and external analyses can be integrated to devise strategic alternatives.

Justify decisions and choices to be made at a corporate level.

Assess how these decisions influence marketing at business unit and functional level.

Evaluate approaches to competitive positioning of businesses.

Summarise a range of strategies that can contribute to competitive advantage.

Assess marketing strategies, their application

Course Learning Outcomes

Understand the principles of marketing and its role in business practice

Be able to evaluate approaches to marketing analysis.

Be able to apply and analyse strategic marketing decisions and choices.

Be able to evaluate and understand the use of marketing strategies for competitive advantage.

Overview of student workload

Learning activities	Number of Hours	ECTS Allocation
• Lectures – Video material	3	0.2
• Readings – literature, reading assignment and literature	50	2.0
• Quizzes, assignments and individual study	50	2.0
• Learning for final assignment + time for solving	50	2.0

Course materials and textbooks

Main literature:

Aaker, D.A. and McLoughlin, D. (2010) Strategic Market Management- Global Perspective. UK: John Wiley & Sons Ltd. Best, R. J. (2009) Market-based Management: Strategies for Growing Customer Value and Profitability. 5th Edition.

Harlow: Prentice Hall.

Bradley, F. (2005) International Marketing Strategy. New Jersey, FL: Prentice Hall. Chernev, A. (2009) Strategic Marketing Management.5th Edition. New York: Brightstar

Media.

Hastings, H. and Saperstein, J. (2007) Improve Your Marketing to Grow Your Business. New York: Wharton School Publishing.

Hooley, G., Saunders, J., Piercy, N. F. and Nicoulaud, B. (2007) Marketing Strategy and Competitive Positioning. 4th Edition. Harlow: Financial Times/Prentice Hall.

West, D., Ford, J. and Ibrahim, E. (2010) Strategic Marketing: Creating Competitive Advantage. 2nd Edition. Oxford: Oxford University Press

SSBM web platform

Presentations, seminars and additional materials for class participation (case studies, excel cases etc)

Web

Different web sites will be mentioned during the lectures. The students are fully advised to consult such web pages in

advance of lectures so that they can be prepared to better understand different chapters.

SALES AND MARKETING INTEGRATION

Course Description

The course introduces students to the marketing concept which stands for integration of sales and marketing. The aim of the course is to familiarise students with knowledge, tools and techniques needed to integrate sales and marketing through activities, systems and processes, organizational structure as well as (re)building the culture.

Basic topics and segments of marketing that students will address in this course are: sales vs. marketing approach, types of sales and marketing relationship, tools for successful sales and marketing integration, B2B marketing and omnichannel/multichannel approach, how to use technology in integration, 4E as a new marketing mix, economy of experience, and more.

Course objectives

Students will study the literature (books) in the fields of market communications which will help them to gain the necessary knowledge to solve tasks, tests, exercises, and case studies.

Students will prepare a seminar in which they will demonstrate theoretical knowledge and application to selected cases from practice.

Students will solve several exercises in which will show their opinion, knowledge, and skills about subjects. Students will orally present their group and individual work.

Students will use information technology to develop marketing model. The same technology will be used in the preparation of student papers.

Course Learning Outcomes

- Students will acquire the ability to apply the acquired knowledge in new and unfamiliar circumstances, using understanding of the principles of marketing.

- Students will communicate effectively in a manner appropriate to leadership roles.
- Students will gain the ability to use new technologies.

Overview of student workload

Learning activities	Number of Hours	ECTS Allocation
• Lectures – Powerpoint	24	1.0
• Preparations for the lectures	10	0.2
• Preparations for the practical work	20	0.8
• Individual study for additional activities (presentations, seminars, projects, debating, reporting etc.)	40	1.6
• Learning for final assignment + time for solving	60	2.4

Course materials and textbooks

Main literature:

P. Kotler, K.L. Keller, M. Martinovic (2014). Marketing Management, 14th ed. USA: Pearson

B.J. Pine, J.H. Gilmore (2018). The Experience Economy with a New Preface by the Authors: Competing for Customer Time, Attention, and Money. USA: Harvard Business Review Press

Additional literature

Al Ries, Jack Trout (2001), Positioning – A battle for your mind, McGraw Hill

Lawrence Ingrassia (2020), Billion Dollar Brand Club, Henry Holt & Company

J. Raju, Z.J. Zhang (2012). Smart Pricing. USA: Wharton School Publishing.

P. Kotler, J. Saunders (2013). Principles of Marketing, 6th eur. ed. New Jersey: Prentice Hall

A. Swartzlander (2003). Serving Internal and External Customers. New Jersey: Prentice Hall

S.A. Neslin (2002). Sales Promotion. Marketing Science Institute

J.M. Mentzer, M.A. Moon (2005). Sales Forecasting Management: A Demand management Approach. London: Sage Publication

C.Heat, D. Heat, J. Bobb (2017). The Power of Moments: Why Certain Experiences Have Extraordinary Impact. Simon and Schuster Audio

H. Beckwith (2012). Selling the Invisible. USA: Warner Books.

J. Belfort (2017). Way of the Wolf: Straight Line Selling: master the art of persuasion, influence, and success. Simon and Schuster Audio

CUSTOMER DATA DRIVEN MARKETING

Course Description

The Customers Data driven marketing program goes into the strategic understanding of how marketing paradigms change from classical one-way communication to real time personalized communication that leverages data collected and processed using – Martech – artificial intelligence, predictive analytics and marketing automation tools.

Effective Marketers need to be strategic about how they use massive amounts of data and information available to them. This means not only knowing how to reveal consumer behavior, but also how to identify trends and patterns to more effectively reach your target audience.

Beside strategic aspects, during the course we would look at many best practices from companies like: Google, Facebook (Meta), Netflix, UBER, IBM, Coca Cola, Zeta Global, Amazon etc.

Students are required to watch all VIDEO lectures, understand and learn principles presented. Each student needs to submit individual exam in line with SSBM rules

Course Learning Outcomes

At the end of this course, students will:

- Understand and learn how to Explain the key ideas behind customer experience, customer focus, role of data and various data types and the basics of data privacy, big data
- Asses and evaluate the business by using data properly
- Learn the basic principles of data analytics and its measures and dimensions and technology digital enablers.
- Create value from data
- Use critical thinking to enhance and improve our business, services and products

Overview of student workload

Learning activities	Number of Hours	ECTS Allocation
• Lectures – video	5	0.2
• Lectures – reading part	40	1.6
• Preparations for the lectures	30	1.2
• Reading part (literature and pre-reading links)	60	2.4
• Learning for final assignment + time for solving	40	1.6

Course materials and textbooks

David L. Rogers (2016): The Digital Transformation Playbook

Marco Hassler: **From data driven to people-based marketing.**

Geoffrey G. Parker, Marschall W. Van Alstyne, Sangeet Paul Choudary (2017): Platform revolution

Alexander Borek, Nadine Prill (2020): Driving Digital Transformation through data and AI.

WEB ANALYTICS AND SEM

Course Description

The course “Web Analytics and SEM” is an introduction to Marketing which is practiced on the Internet. With the introduction of Google, Facebook, and other online platforms a lot of users migrated there for various activities.

Advertising messages just follow where the audience has moved. Some platforms have more 2 billion MAU (monthly active users) and every advertiser is trying to serve their ads where the best audience for the business is. On top of that, a lot of data can be collected to better understand the user behaviour and adjust the messages to have the best impact on business. In this course, students will get the basic information on the state of online advertising and will be able to start a Google Ads campaign. Also, they will be able to use some online market research tools to get an idea of the market, projection of cost, and geographic areas of interest for business.

If some students want to get certified as Google Advertising specialists, this course will help them to get certified and enter this exciting and fast developing area.

Course objectives

The course is aimed at providing students with theoretical principles as well as with practical knowledge, including tips and tricks in the area of web analytics and

SEM (Search engine marketing). The students will learn to avoid most common mistakes in general, and specifically within online advertising. They will develop individual and team skills in preparing and presenting a project by their own choice, specifically based on online advertising.

Course Learning Outcomes

After this course students should be able to:

- Understand the influence of technology on people’s behaviour and buying habits.
- Learn how to avoid the most common mistakes that can be very costly and non-efficient.
- Describe and explain necessary prerequisites for online advertising.
- Learn and understand tools that are useful when checking the web site.
- Analyse the difference between paid and unpaid traffic to a website.
- Provide an explanation of what personal data is collected and why.
- Analyse people’s behaviour - important research explaining the customer’s journey.
- Use critical thinking and set up a Google Search advertising campaign.
- Outline the basic metrics important for measuring the advertising impact on business

Overview of student workload

Learning activities	Number of Hours	ECTS Allocation
Lectures – PowerPoint	25	1.0
• Lectures – video	6	0.2
• Lectures – reading part	60	2.4
• Preparations for the lectures	15	0.6
• Individual study for additional activities (presentations, seminars, projects, debating, reporting etc.)	25	1.0
• Learning for final assignment + time for solving	20	0.8

Course materials and textbooks

Main literature

https://docs.google.com/presentation/d/1h2MlqKwO794I53aL_VqBfeNyPsOPDj172aRfK1GU9AU/edit?usp=sharing

Additional readings:

<https://support.google.com/google-ads/answer/9702955?hl=en>

(Students must register to SSBM Connect to access EBSCO materials.)

SSBM web platform

Presentations, seminars, and additional materials for class participation (case studies, additional readings, etc.)

INTRODUCTION TO BUSINESS COMMUNICATION

Course Description

The primary objective of this course is to empower learners with essential business communication skills, fostering their confidence to thrive in the dynamic business realm. Throughout the course, learners will develop the ability to craft compelling and persuasive presentations, engaging in negotiations with conviction. Moreover, they will refine their written communication skills, mastering the art of composing strategic reports that effectively address and solve complex business problems, as well as creating impactful promotional material.

Furthermore, this course seeks to cultivate cultural awareness among learners, emphasizing the significance of cross-cultural communication in the business landscape. By delving into the role of languages in business, learners will gain a deeper understanding of how language nuances and cultural sensitivities can greatly influence successful professional interactions. With these comprehensive skills at their disposal, learners will be well-equipped to excel in the global business arena and confidently navigate diverse business environments.

Course objectives

- Understand the principles which govern communication in business situations.
- Be able to compose common types of written communication.
- Understand the principles of oral and non-verbal communication
- Understand common barriers to communication and how they are.
- Understand the use of different sources of information
- Understand the use of different sources of information
- Develop a clear understanding of the day-to-day responsibilities of public relations professionals..

Course Learning Outcomes

After this course students should be able to:

- Categorise the aims of business communication. Evaluate the benefits and limitations of a particular communication medium in a given situation. Explain how relationships between people affect communication. Explain different communication models.

- Produce common types of formal business communications using language appropriate for its purpose.
- Produce types of informal business communications using language appropriate for its purpose.
- Explain how to communicate effectively face to face in both formal and informal situations.
- Explain how body language and physical appearance can help or hinder communication.
- Explain how communication barriers caused by the sender of a message in oral, written or non-verbal form can be overcome.
- Think critically, creatively and independently
- Sources of information: secondary and primary sources; questionnaires, interviews, books, journals, internet; scope and limitations
- Research formulation: aims and objectives; rationale for selection; methodology for data collection and analysis; literature review; critique of references
- Formulating: aims and objectives; terms of reference; duration; ethical issues.
- Action plan: rationale for research question or hypothesis; milestones; task dates.
- Research design: type of research e.g. qualitative, quantitative, systematic,
- Original; methodology; resources; statistical analyses; validity; reliability.
- Control of variables

Overview of student workload

Learning activities	Number of Hours	ECTS Allocation
• Lectures – video	1.3	0.1
Readings – literature, reading assignment and literature	25	1.0
Individual study	50	2.0
• Learning for final assignment + time for solving	50	2.0

Course materials and textbooks

Main literature:

Clutterbuck, D. and Hirst, S. (2003) *Talking Business: Making Communication Work*. Lincolnshire: Butterworth- Heinemann

Hastings, H. and Saperstein, J. (2007) *Improve Your Marketing to Grow Your Business*. New York: Wharton School Publishing.

Hooley, G., Saunders, J., Piercy, N. F. and Nicoulaud, B. (2007) *Marketing Strategy and Competitive Positioning. 4th Edition*.

Harlow: Financial Times/Prentice Hall.

Kotler, P. and Armstrong, G. (2008) *Principles of Marketing. 13th Edition*. New York: Prentice Hall. Kotler, P. and Keller, K. L. (2008) *A Framework for*

Marketing Management. London: Pearson Education. Thill, J V. and Bovee, C L. (2012) *Excellence in Business Communication*. 10th Edition. USA: Prentice Hall

ARTIFICIAL INTELLIGENCE IN MARKETING

Course Description

The course "Artificial Intelligence in Marketing" provides students with a comprehensive understanding of how to apply advanced artificial intelligence techniques in marketing strategies and practices. Through this course, students explore the historical evolution of marketing from traditional to intelligent approaches, examining the pivotal role of computing advancements and the Internet. Through a detailed exploration of AI concepts and machine learning algorithms, students learn to utilize data-driven insights to enhance marketing campaigns, customize user experiences, and forecast consumer behaviours. Moreover, the course aims to acquaint students with intelligent marketing applications such as Marketing Intelligence Systems, Neuromarketing, and the integration of robotics in marketing. By analyzing case studies and practical implementations, students cultivate critical thinking skills essential for innovation and adaptation in the dynamic field of AI-driven marketing. Ultimately, the course empowers students to excel in the rapidly evolving domain of digital marketing by leveraging the capabilities of artificial intelligence and cutting-edge technologies.

Course objectives and Learning Outcomes

The course has the following learning outcomes and goals:

- **Understanding the Evolution of Marketing:** Students will gain a comprehensive understanding of the historical progression of marketing from traditional methodologies to intelligent approaches, tracing the impact of computing advancements and the Internet on marketing strategies.
- **Mastery of Artificial Intelligence Concepts:** Through detailed exploration and study, students will develop a strong grasp of artificial intelligence concepts, including its various fields, levels, and applications in marketing contexts.
- **Proficiency in Machine Learning Algorithms:** Students will become proficient in various machine learning algorithms used in marketing, including but not limited to association, Naive Bayes, clustering, decision trees, time series analysis, neural networks, linear regression, and text mining.
- **Application of AI in Marketing Strategies:** By analyzing case studies and practical examples, students will learn to effectively apply artificial intelligence techniques to optimize marketing campaigns, personalize user experiences, predict consumer behaviours, and enhance overall marketing performance.
- **Exploration of Intelligent Marketing Applications:** Students will explore the diverse applications of artificial intelligence in marketing, including Marketing Intelligence Systems,

Neuromarketing, and the integration of robotics in marketing practices.

Overview of student workload

Learning activities	Number of Hours	ECTS Allocation
• Lectures – Powerpoint	15	0.6
• Lectures – Video material	6	0.2
• Lectures – reading part	60	2.4
• Preparations for the lectures	15	0.6
• Individual study for additional activities (presentations, seminars, projects, debating, reporting etc.)	15	0.6
• Learning for final assignment + time for solving	40	1.6

Course materials and textbooks

Main literature:

- Kumar, V. (2021) Intelligent Marketing: Employing New-Age Technologies. SAGE Publications Pvt. Ltd.
Sterne, J. (2017) Artificial intelligence for Marketing: Practical
Gentsch, P. (2019) AI in Marketing, Sales and Service. Cham: Palgrave Macmillan, Springer.

Additional readings:

- Akerkar, R. (2019) Artificial Intelligence for Business. Cham (Switzerland): Springer.