Gyanmanjari
Innovative University

Course Syllabus

Gyanmanjari Institute of Management Studies

Semester-6 (BBA)

Subject: AI in Marketing- BBAMM16324

Type of course: Major (Core)

Prerequisite:
Students should have a basic understanding of marketing concepts.

Rationale:
This course equips students with the knowledge and skills to utilize AI-driven tools for customer insights, personalized campaigns, and automation, preparing them for the evolving global marketplace.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks			Total Marks
CI	T	P	C	SEE	CCE		
					MSE	ALA	
4	0	0	4	100	30	70	200

Legends: CI-Classroom Instructions; T – Tutorial; P - Practical; C – Credit; SEE - Semester End Evaluation; MSE- Mid Semester Examination; V – Viva; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.

4 Credits * 25 Marks = 100 Marks (each credit carries 25 Marks)

SEE 100 Marks will be converted in to 50 Marks

CCE 100 Marks will be converted in to 50 Marks

It is compulsory to pass in each individual component.

Course Content:

Sr. No	Course content	Hrs.	% Weightage
1	**Introduction to AI and Its Role in Marketing:** Overview of Artificial Intelligence (AI): Definitions and Evolution - Key AI Technologies impacting marketing (Machine Learning, NLP, Computer Vision, Chatbots) - Importance and benefits of AI in modern marketing strategies - Case studies of successful AI - driven marketing campaigns - Ethical considerations and challenges in AI marketing	15	25
2	**AI-Powered Customer Insights and Segmentation:** Data collection and AI analytics tools for consumer behavior analysis - Predictive analytics and customer segmentation using AI - Sentiment analysis and social listening techniques - Personalization and customer journey mapping with AI – Hands on exercises with AI analytics platforms (e.g., Google Analytics, IBM Watson)	15	25
3	**AI in Digital Marketing and Automation:** AI - driven content creation and curation (e.g., AI writing tools, image/video generators) - Programmatic advertising and real - time bidding using AI - Marketing automation tools and chatbots for lead generation and customer engagement - AI in SEO and SEM: optimization strategies - Practical workshop on designing AI - powered digital marketing campaigns	15	25
4	**Future Trends and Strategic Implications of AI in Marketing:** Emerging AI technologies and their potential marketing applications (e.g., AR/VR, voice search) - AI-driven decision-making and marketing ROI measurement - Challenges of AI adoption: privacy, bias, and data security - Preparing marketing professionals for AI-integrated careers - Group project: Developing an AI - based marketing strategy for a product/service	15	25

Continuous Assessment:

Sr. No	Active Learning Activities	Marks
1	**AI Tool Exploration and Demo** Students will individually explore a selected AI marketing tool (e.g., chatbots, predictive analytics platforms, or content generators). Each student prepares and presents a demo explaining the tool's features, benefits, and potential marketing applications. Upload PDF on GMIU Web Portal.	10
2	**Data-Driven Customer Segmentation Exercise** Students will prepare a sample dataset; students apply AI-powered segmentation techniques to classify customers based on behavior or demographics. Then analyze and interpret the results, then recommend targeted marketing strategies. Upload PDF on GMIU Web Portal.	10
3	**Create an AI-Powered Campaign Proposal** Students will write a marketing campaign proposal integrating AI technologies (like programmatic ads or personalization). They outline objectives, target audience, tools used, and expected outcomes, fostering strategic thinking and creativity. Upload PDF on GMIU Web Portal.	10
4	**AI Marketing Case Study Analysis** Faculty will provide real-world case studies of companies using AI in marketing. Students will summarize the AI applications, results, challenges, and lessons learned. Upload PDF on GMIU Web Portal.	10
5	**Smart Product Recommendation Analysis** Students will analyze how platforms like Amazon or Netflix use AI for product or content recommendations. They write a short reflection on how this affects customer experience and marketing success. Upload PDF on GMIU Web Portal.	10
6	**AI Tool Review Presentation** Student will select one AI marketing tool and researches its features, and presents its pros, cons, and marketing use. Upload PDF on GMIU Web Portal.	10
7	**Attendance**	10
	Total	70

Suggested Specification table with Marks (Theory): 100

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	30%	30%	10%	10%	10%	10%

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcome:

After learning the course, the students should be able to:	
CO1	Understand the fundamental concepts of Artificial Intelligence and its significance in marketing.
CO2	Analyze customer data using AI tools to derive actionable marketing insights and create effective customer segmentation.
CO3	Design AI-driven digital marketing campaigns using automation and programmatic advertising techniques.
CO4	Evaluate future trends and ethical considerations in AI marketing and develop strategic AI-based marketing plans.

Instructional Method:

The course delivery method will depend upon the requirement of content and the needs of students. The teacher, in addition to conventional teaching methods by black board, may also use any tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction. Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses. The internal evaluation will be done on the basis of Active Learning Assignment.

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in the laboratory.

Reference Books:

[1] Davenport, T. H., & Ronanki, R. (2018). Artificial intelligence for the real world. Harvard Business Review Press.
[2] Chaffey, D., & Ellis-Chadwick, F. (2019). Digital marketing: Strategy, implementation and practice (7th ed.). Pearson Education.
[3] Russell, S., & Norvig, P. (2020). Artificial intelligence: A modern approach (4th ed.). Pearson.
[4] Kumar, V., & Gupta, S. (2021). Artificial intelligence in marketing. Springer.
[5] Marr, B. (2020). Artificial intelligence in practice: How 50 successful companies used AI and machine learning to solve problems. Wiley.