

From: [Amir Javadinia](#)
To: [Maria Jennings](#)
Cc: [Julia Higgs](#)
Subject: FW: AI in Marketing Course
Date: Monday, October 7, 2024 11:05:00 AM

Dear Maria,

Here is the support email from ITOM for AI in Marketing.

Amir

From: Hong Yuan <yuanh@fau.edu>
Sent: Monday, October 7, 2024 11:02 AM
To: Amir Javadinia <sjavadinia@fau.edu>
Subject: FW: AI in Marketing Course

Hong Yuan, Ph.D.
Harry T. Mangurian Professor & Chair – Department of Marketing

College of Business
Florida Atlantic University
Fleming Hall, Room 201
Boca Raton, FL 33431
Phone: (561) 297-3036

P.S. *“My work schedule may look different than yours. Please do not feel obligated to respond outside of your normal working hours.” Thanks.*



FLORIDA ATLANTIC UNIVERSITY

College of Business

From: Hong Yuan
Sent: Thursday, September 12, 2024 1:24 PM
To: Julia Higgs <jhiggs@fau.edu>
Subject: FW: AI in Marketing Course

FYI

Hong Yuan, Ph.D.

Harry T. Mangurian Professor & Chair – Department of Marketing

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FLORIDA ATLANTIC UNIVERSITY
College of Business

From: Tamara Dinev <tdinev@fau.edu>
Sent: Wednesday, September 11, 2024 10:47 PM
To: Hong Yuan <yuanh@fau.edu>
Subject: RE: AI in Marketing Course

Dear Hong:

First, I am happy to hear that you are recovering from surgery! This is great news, I hope to see you tomorrow so we can see how I can help you in anything you would need.

The syllabus is great and I have only positive feedback for the course creation. It will benefit the college in its mission for AI focus

Best Regards:

Tamara

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Tamara Dinev, Ph.D.

Department Chair and Professor

Dean's Distinguished Research Fellow

Department of Information Technology and Operations Management, FL 219

College of Business, Florida Atlantic University

Boca Raton, Florida 33431

Google Scholar: <https://scholar.google.com/citations?user=YH8QZ-YAAAAJ&hl=en>

From: Hong Yuan <yuanh@fau.edu>
Sent: Wednesday, September 11, 2024 12:16 PM
To: Tamara Dinev <tdinev@fau.edu>

Subject: AI in Marketing Course

Dear Tamara,

Hope your semester is going well. I had a surgery about three weeks ago. So my semester started slow. But I am recovering well.

I am emailing you regarding a new undergraduate level course that our Marketing Department has approved. AI in marketing will focus on AI technologies used in modern marketing strategies. I am attaching the course syllabus for your review. The person who will be teaching it has real world consulting experience and has also been teaching this course at various universities including Cornell. We believe this course can potentially benefit ITOM students in your various programs, especially as an elective.

Please let me know your thoughts on this. I plan to submit the proposal to the undergrad committee for their next meeting this month. Thank you so much for your time!

Hong Yuan, Ph.D.

Harry T. Mangurian Professor & Chair – Department of Marketing

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