

 <b>FLORIDA ATLANTIC UNIVERSITY</b>	<b>NEW COURSE PROPOSAL</b> <b>Undergraduate Programs</b>		UUPC Approval <u>10/7/24</u> UFS Approval _____ SCNS Submittal _____ Confirmed _____ Banner Posted _____ Catalog _____
	Department Marketing  College Business <i>(To obtain a course number, contact erudolph@fau.edu)</i>		
Prefix <b>MAR</b>  Number <u>4731</u>	<i>(L = Lab Course; C = Combined Lecture/Lab; add if appropriate)</i>  Lab Code _____	Type of Course <input type="text" value="Lecture"/>	Course Title Artificial Intelligence (AI) In Marketing
Credits <i>(See Definition of a Credit Hour)</i> <b>3</b>	Grading <i>(Select One Option)</i> Regular <input checked="" type="radio"/> Sat/UnSat <input type="radio"/>	Course Description <i>(Syllabus must be attached; see Template and Guidelines)</i> Artificial Intelligence (AI) in marketing is designed to equip students with the knowledge and skills necessary to understand and apply AI technologies in modern marketing strategies. This course explores the integration of AI into various aspects of marketing, including consumer insights, content creation, personalized marketing, customer relationship management (CRM), and predictive analytics. Students will gain hands-on experience with AI tools and platforms while critically examining the ethical implications and challenges associated with AI-driven marketing.	
Effective Date <i>(TERM &amp; YEAR)</i> <b>Sum 2025</b>	Prerequisites, with minimum grade* MAR 3023 with "C" or better		Corequisites  Registration Controls <i>(Major, College, Level)</i> College of Business, Junior or above
<i>*Default minimum passing grade is D-. Prereqs., Coreqs. &amp; Reg. Controls are enforced for all sections of course</i>			
WAC/Gordon Rule Course <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No  WAC/Gordon Rule criteria must be indicated in syllabus and approval attached to proposal. See <a href="#">WAC Guidelines</a> .		Intellectual Foundations Program (General Education) Requirement <i>(Select One Option)</i> None  General Education criteria must be indicated in the syllabus and approval attached to the proposal. See <a href="#">Intellectual Foundations Guidelines</a> .	
<b>Minimum qualifications to teach course</b> Masters degree in Marketing or a related area.			
Faculty Contact/Email/Phone Hong Yuan yuanh@fau.edu 7-3036		List/Attach comments from departments affected by new course Letter from ITOM Department Chair	
<b>Approved by</b> Department Chair <u><i>Hong Yuan</i></u> College Curriculum Chair <u><i>Juliana Higgs</i></u> College Dean _____ UUPC Chair <u><i>Korey Sarge</i></u> Undergraduate Studies Dean <u><i>Dan Mooroff</i></u> UFS President _____ Provost _____			<b>Date</b> <u>9/11/2024</u> <u>9/23/24</u> <u>9-26-24</u> <u>10/7/24</u> <u>10/7/24</u>

Email this form and syllabus to [mjennning@fau.edu](mailto:mjennning@fau.edu) seven business days before the UUPC meeting.

# ARTIFICIAL INTELLIGENCE (AI) IN MARKETING MAR 4731

## SAMPLE SYLLABUS FOR NEW COURSE PROPOSAL



FLORIDA ATLANTIC UNIVERSITY

COLLEGE OF BUSINESS

### **Instructor:**

Instructor: Dr. Nihat Ahmed  
Office: Schmidt Family Complex, Building SF 107  
Email: [ahmedn2019@fau.edu](mailto:ahmedn2019@fau.edu)  
Office hours: By Appointment

### **Course Description**

Artificial Intelligence (AI) in Marketing is designed to equip students with the knowledge and skills necessary to understand and apply AI technologies in modern marketing strategies. This course explores the integration of AI into various aspects of marketing, including consumer insights, content creation, personalized marketing, customer relationship management (CRM), and predictive analytics. Students will gain hands-on experience with AI tools and platforms while critically examining the ethical implications and challenges associated with AI-driven marketing.

### **Instructional Method**

This is an in-person course that uses the following methods to facilitate learning: PowerPoint presentations in class; discussions of popular-press texts; in-class assignments and discussions; individual and group projects; and exams.

### **Learning Approach:**

- **Lectures:** Exploration of AI concepts and their marketing applications.
- **Interactive Discussions:** Analysis and debate on AI trends, case studies, and ethical issues.
- **Hands-on Labs:** Practical application of AI tools in marketing scenarios.
- **Individual & Group Projects:** Development of AI models and strategies.
- **Final Project:** Comprehensive AI-driven marketing campaign design.

### **Required Texts/Readings**

- **Primary Textbook:** *Artificial Intelligence in Marketing* by Paul Roetzer (2nd Edition). ISBN: 9781119611530.
- **Supplemental Readings:** Additional articles and case studies will be provided on the course's Canvas site.

### **Pre-requisites/Co-requisites**

- MAR 3023 with a C or better

### **Course Objectives/Student Learning Outcomes**

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

1. Understand the fundamental concepts of AI and its application in marketing.
2. Analyze consumer data using AI-driven tools to generate actionable insights.
3. Develop AI-based personalized marketing strategies to enhance customer engagement and satisfaction.
4. Implement AI tools for automating and optimizing marketing campaigns.
5. Evaluate the impact of AI on consumer behavior and decision-making processes.
6. Address ethical and privacy concerns related to AI in marketing.
7. Explore emerging trends in AI technologies and their potential applications in the marketing field.

## Course Evaluation Method

Your final grade will be determined by the following components:

Participation & Attendance	10
AI Architecture Diagram	10
AI Tool Application Labs	10
Midterm Exam	15
Individual Project: Analyze & Present Current AI	15
Group Project: Design AI Marketing Model	20
FINAL AI-Driven Marketing Campaign Project	20
<b>Total</b>	<b>100</b>

## Course Grading Scale

Percentage	Grade	Percentage	Grade
92.45 and higher	A	69.45 through 76.44	C
89.45 through 92.44	A-	66.45 through 69.44	C-
86.45 through 89.44	B+	62.45 through 66.44	D+
82.45 through 86.44	B	59.45 through 62.44	D
79.45 through 82.44	B-	59.44 and below	F

**Minimum grade to pass this course: C**

## Policy on Makeup Tests, Late Work, and Incompletes

Students are responsible for arranging to make up work missed because of legitimate class absence, such as illness, family emergencies, military obligations, court-imposed legal obligations or participation in University-approved activities. Examples of University-approved reasons for absences include participating on an athletic or scholastic team, musical and theatrical performances and debate activities. **It is the student's responsibility to give the instructor notice prior to any anticipated absence and within a reasonable amount of time after an unanticipated absence, ordinarily by the next scheduled class meeting.** Instructors must allow each student who is absent for a University-approved reason the opportunity to make up work missed without any reduction in the student's final course grade as a direct result of such absence. **Documentation will be required within 1 week of the missed exam.**

## **Class Project**

### **Team Meetings**

All teams will need to meet regularly to complete this project. Remember to plan carefully prior to each meeting (select a facilitator, plan and determine an agenda). At the end of each meeting, it is a good idea to recap to ensure that everyone is clear on the action steps he or she needs to take.

### **Additional Course Policies**

### **Missing Exams**

No assessments may be taken late or turned in late *except* as indicated elsewhere in the syllabus for approved reasons (i.e., illness, university-approved absences, religious accommodations, extreme emergencies, etc.). Exams submitted late will only have questions graded that were submitted prior to the end time of the examination.

### **Late Assignments**

No assignments or projects may be taken late or turned in late *except* as indicated elsewhere in the syllabus for approved reasons (i.e., illness, university-approved absences, religious accommodations, extreme emergencies, etc.). Exams submitted late will only have questions graded that were submitted prior to the end time of the examination.

## **Etiquette and Netiquette Policy**

**Electronic Devices:** The use of laptop computers and tablets in class is permitted solely in support of learning activities – taking notes, for example. Students may not use instant messenger, write emails, chat, etc. or do anything other than taking notes with a laptop computer. These other activities are bothersome to those fully engaged in the learning process.

Cell phones, PDAs, and other electronic devices capable of communicating outside the classroom **must** be turned off while class is in session. Please do not put them on vibrate and check them during class. Turn them off and place them out of view during the entire class session.

The professor respects each individual to share his or her opinion when speaking in class and asks the same respect to have an uninterrupted class exempt from disturbances these electronic devices may cause.

These devices disturb your classmates far more than you may imagine. When guest speakers are presenting, *all* electronic devices must be turned off out of respect for the speaker.

**Students who use their laptop computers for anything other than taking notes will be asked to leave class immediately. A second offense will result in a recorded, failing grade of F in the course.**

## **Anti-plagiarism Software**

Written components of any assignment or project may be submitted to anti-plagiarism software to evaluate the originality of the work. Any students found to be submitting work that is not their own will be deemed in violation of the University's honor code discussed above.

## **Email Account Requirements**

FAU students sometimes have problems if they have their FAU emails forwarded to their personal account on another Internet Service Provider (ISP).

As a student in this course, you are **required** to utilize your FAU email address for all correspondence.

All electronic mail correspondence from the professor will be sent to the FAU email address you have on file. Please make sure this address is functioning and able to accept incoming emails.

## **Attendance Policy**

Attendance is NOT required for this class. However, it is the student's responsibility to watch the recorded lectures since material in those lectures will be on your exams.

*Students are responsible for arranging to make up work missed because of legitimate class absence, such as illness, family emergencies, military obligation, court-imposed legal obligations or participation in University-approved activities. Examples of University-approved*

*reasons for absences include participating on an athletic or scholastic team, musical and theatrical performances and debate activities. It is the student's responsibility to give the instructor notice prior to any anticipated absences and within a reasonable amount of time after an unanticipated absence, ordinarily by the next scheduled class meeting. Instructors must allow each student who is absent for a University-approved reason the opportunity to make up work missed without any reduction in the student's final course grade as a direct result of such absence.*

## **Counseling and Psychological Services (CAPS) Center**

*Life as a university student can be challenging physically, mentally and emotionally. Students who find stress negatively affecting their ability to achieve academic or personal goals may wish to consider utilizing FAU's Counseling and Psychological Services (CAPS) Center. CAPS provides FAU students a range of services – individual counseling, support meetings, and psychiatric services, to name a few – offered to help improve and maintain emotional well-being. For more information, go to <http://www.fau.edu/counseling/>*

## **Disability Policy**

*In compliance with the Americans with Disabilities Act Amendments Act (ADAAA), students who require reasonable accommodations due to a disability to properly execute coursework must register with Student Accessibility Services (SAS) and follow all SAS procedures. SAS has offices across three of FAU's campuses – Boca Raton, Davie and Jupiter – however disability services are available for students on all campuses. For more information, please visit the SAS website at [www.fau.edu/sas/](http://www.fau.edu/sas/).*

## **Code of Academic Integrity**

*Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty is considered a serious breach of these ethical standards, because it interferes with the university mission to provide a high quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the university community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty. For more information, see [University Regulation 4.001](#).*

## Course Topical Outline

<b>Week</b>	<b>Topic</b>	<b>Assignments</b>
Week 1	Introduction to AI in Marketing	Syllabus Review, Introduction to Key Concepts
Week 2	AI in Modern Marketing: An Overview	Discussion: AI Trends in Marketing
Week 3	AI Architecture in Marketing	
Week 4	AI Tools and Their Applications in Marketing	AI Architecture Diagram
Week 5	Data Analysis and Consumer Insights with AI	
Week 6	Personalization and AI-Driven Marketing Models	AI Tool Application Labs
Week 7	Ethics, Privacy, and AI in Marketing	
Week 8	Midterm Exam	Midterm Exam
Week 9	Current AI Technologies in Marketing	
Week 10	Group Project: Designing AI Marketing Models	Individual Project Presentations
Week 11	Predictive Analytics and AI	
Week 12	AI-Driven Customer Relationship Management (CRM)	
Week 13	Emerging Trends in AI for Marketing	Group Project Presentations
Week 14	Comprehensive AI-Driven Marketing Campaign Design	
Week 15	Recap and Review	
Week 16	FINAL Project	Final Project



## **Detailed Assignment Descriptions**

### **AI Architecture Diagram (10%)**

#### **Assignment Overview:**

The AI Architecture Diagram assignment is designed to help students understand and visualize the integration of AI technologies within a marketing strategy. Students will be required to map out how various AI tools and systems are connected to facilitate data processing, decision-making, and action implementation in marketing processes. This assignment aims to enhance students' ability to conceptualize the technical underpinnings of AI-driven marketing strategies.

#### **Project Requirements:**

Students will begin by selecting a specific marketing process, such as customer segmentation, personalization, or campaign automation. Using diagramming software (e.g., Lucidchart, Microsoft Visio, or any other free software), they will create a detailed AI architecture diagram that includes data inputs, AI algorithms, decision-making processes, and outputs. The diagram should clearly illustrate the flow of data and how AI components interact within the chosen marketing process.

### **AI Tool Application Labs (10%)**

#### **Assignment Overview:**

The AI Tool Application Labs provide students with hands-on experience in using AI tools for various marketing tasks. Through a series of guided labs, students will explore how AI can be applied to data analysis, customer segmentation, content generation, and campaign optimization. These labs are designed to build practical skills and deepen students' understanding of AI's capabilities in marketing.

#### **Project Requirements:**

Students will participate in lab sessions where they will work with AI tools such as teachablemachine AI from Google and other tools. During each session, students will complete tasks given by the professor, which can help them generating personalized marketing content, or automating a marketing campaign. Students are required to submit their lab work, which should include screenshots of their work, a summary of the results, and a brief reflection on how the tools can be applied to real-world marketing scenarios.

### **Midterm Exam (15%)**

#### **Assignment Overview:**

The Midterm Exam will assess students' understanding of the key concepts covered in the first half of the course. The exam will test their knowledge of AI fundamentals, the role of AI in marketing, and the ethical implications of AI use in the industry. The goal is to ensure that students have a strong grasp of the theoretical aspects of AI in marketing before moving on to more advanced applications.

#### **Project Requirements:**

The Midterm Exam will consist of multiple-choice questions, short answers, and essay-style questions. Students will be tested on their ability to define and explain AI concepts, apply AI tools to marketing scenarios, and critically evaluate case studies. The exam will be conducted in-class, and students are expected to demonstrate a thorough understanding of the material discussed in lectures, readings, and lab sessions.

## **Individual Project: Analyze & Present Current AI (15%)**

### **Assignment Overview:**

In the Individual Project, each student will research and analyze a **current/existing** AI technology that is actively being used in the marketing industry. This assignment is designed to help students critically evaluate the effectiveness and impact of AI tools on marketing strategies. The project also provides an opportunity for students to present their findings to the class, fostering a deeper understanding of how AI is shaping the future of marketing.

### **Project Requirements:**

Students will select an AI tool or platform currently used in marketing (e.g., Salesforce Einstein, HubSpot AI, or Hootsuite Insights) and conduct a comprehensive analysis. The analysis should cover the tool's functionality, its application in marketing, its advantages and limitations, and its impact on marketing outcomes. Students will prepare a 10-minute presentation that includes a visual demonstration of the AI tool, key findings from their analysis, and recommendations for marketers considering the adoption of the technology. A written report summarizing the analysis should also be submitted.

## **Group Project: Deep Dive into AI in Industry-Specific Marketing (20%)**

### **Assignment Overview:**

In this interactive group project, students will select an industry (e.g., healthcare, automotive, real estate, finance, politics, airlines, etc.) and conduct a comprehensive analysis of how AI is currently being utilized in that industry's marketing efforts. The project is designed to give students a deep understanding of the specific AI tools and strategies employed in their chosen industry, as well as to explore the evolution from traditional or manual marketing practices to AI-driven approaches. The goal is not only to analyze existing tools but also to challenge students to think critically about how these AI applications can be enhanced or what new AI tools could be developed to further advance marketing strategies in their industry.

### **Project Requirements:**

#### **1. Industry Selection and Research:**

- Each group will choose an industry of interest. This could range from more traditional sectors like retail or finance to emerging fields like tech startups or e-commerce.
- Groups will research and document the current AI marketing tools used within their chosen industry. This includes AI applications in customer segmentation, predictive analytics, personalization, content generation, customer relationship management (CRM), and digital advertising.
- The research should include case studies, industry reports, and interviews with professionals if possible, to understand how these AI tools are applied in real-world scenarios.

#### **2. Analysis of AI vs. Traditional Marketing:**

- Students will analyze the shift from traditional or manual marketing methods to AI-driven strategies. They should focus on how AI has transformed marketing practices within the industry, what challenges it has addressed, and what new challenges have emerged.
- The analysis should highlight the key differences in efficiency, accuracy, customer engagement, and ROI between AI-powered marketing and previous methods.

#### **3. Enhancing Existing AI Tools:**

- Based on their research, students will identify areas where existing AI tools could be enhanced for better marketing outcomes. This could involve refining algorithms, integrating

additional data sources, improving user interfaces, or enhancing personalization capabilities. The team should propose specific improvements or optimizations and explain how these changes could lead to more effective marketing strategies in their industry.

**4. Proposing New AI Tools:**

- In addition to enhancing existing tools, each group will brainstorm and propose new AI tools or applications that could address unmet needs or emerging challenges within their industry's marketing landscape. This might involve developing a new type of AI-powered customer engagement platform, creating a more advanced predictive analytics tool, or designing an AI system that integrates seamlessly with emerging digital channels.
- The proposals should be innovative yet feasible, considering the current state of AI technology and industry trends. Students should provide a clear rationale for their proposed tools, outlining how they could provide a competitive advantage and improve marketing effectiveness.

**5. Final Deliverables:**

- Each group will present in a detailed presentation that includes the research findings, analysis, proposed enhancements to existing AI tools, and ideas for new AI applications. The report should be well-organized, supported by data, and include visual elements such as charts, diagrams, and case studies. In-class presentations in a 15-20 minute presentation. The presentation should be engaging, clear, and visually supported by slides or other media.

**Learning Outcomes:**

- **Industry-Specific Knowledge:** Students will gain deep insights into how AI is shaping marketing strategies within specific industries.
- **Critical Analysis:** Students will develop the ability to critically evaluate the effectiveness of AI tools and how they compare to traditional marketing methods.
- **Innovation and Problem-Solving:** The project encourages creative thinking as students propose enhancements to existing AI tools and develop new ideas for AI applications.
- **Collaboration and Communication:** The group project fosters teamwork and enhances students' ability to communicate complex ideas clearly and effectively.

This project idea provides a comprehensive learning experience that combines research, critical analysis, creativity, and practical application, making it both challenging and rewarding for students.

**FINAL Project: Design AI Marketing Model (20%)**

**Assignment Overview:**

Design AI Marketing Model is a collaborative assignment where students will work to create a comprehensive, AI-driven marketing model for a hypothetical/new/startup product or service. This project is designed to simulate the process that marketing teams undergo when integrating AI technologies into their strategic planning. The primary goal is for students to apply the concepts learned throughout the course to design a model that effectively utilizes AI to enhance various aspects of marketing, including customer segmentation, personalized marketing, predictive analytics, and campaign automation. The project will culminate in a detailed presentation and a written report, both of which will demonstrate the team's ability to strategically apply AI in marketing.

### **Project Requirements:**

Students will begin by selecting a product or service that they wish to focus on for their AI marketing model. This selection can be based on a real-world company, a new product launch, or a completely hypothetical scenario that the team creates. Once the product or service is selected, the team will need to conduct thorough market research to understand the target audience, competitive landscape, and existing marketing strategies.

The next step involves designing the AI marketing model itself. This **model** should include:

- **Data Collection and Processing:** Identification of the types of data that will be collected (e.g., consumer behavior data, market trends, social media interactions) and how this data will be processed using AI tools.
- **Customer Segmentation:** Use of AI algorithms to segment the target market into distinct groups based on demographics, behavior, and preferences. The model should demonstrate how AI can identify and prioritize high-value segments.
- **Personalization Strategies:** Integration of AI-driven personalization techniques to tailor marketing messages, offers, and content to individual customer profiles. The team should explain how AI will automate and optimize these personalization efforts.
- **Predictive Analytics:** Application of AI to forecast customer behavior, sales trends, and market movements. The model should include predictive models that inform decision-making processes and marketing strategies.
- **Campaign Automation and Optimization:** Development of an automated marketing campaign that leverages AI to optimize performance in real-time. This should include the selection of marketing channels, budget allocation, and performance metrics that will be tracked by AI.

The final deliverables for this project include a comprehensive powerpoint style PDF. The report should detail each component of the AI marketing model, including the rationale behind the decisions made, the AI tools and technologies selected, and the expected outcomes. The presentation should be visually engaging and effectively communicate the team's strategy, highlighting how AI enhances the marketing process. Students will be evaluated on the creativity, feasibility, and strategic integration of AI into their marketing model, as well as their ability to clearly present and justify their decisions.