Course Content

Course Description:

AI for Marketing Essentials is a hands-on, scenario-driven course designed to equip marketing professionals with the skills needed to use generative AI tools effectively in their daily work. This 6-8 hour interactive training focuses on practical applications such as campaign ideation, content generation, audience analysis, and workflow automation, helping marketers boost productivity, creativity, and results across all channels. The curriculum is vendor-neutral, with dedicated coverage of AI-powered features in popular marketing platforms. A built-in competency assessment enables organizations to validate AI proficiency at scale.

Course Objectives:

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

- explain core AI concepts and apply them to real-world marketing activities across the customer journey
- select appropriate AI tools, craft effective prompts, and use AI to plan and produce on-brand marketing content
- use AI to support basic research and campaign planning while critically evaluating outputs for accuracy, bias, and compliance, with an understanding of key ethical and data-privacy considerations

Prerequisites:

None

Topics:

Lesson 1: AI-driven Market & Audience Research
- Use AI to synthesize market data, refine segments and ICPs, and uncover keyword and topic opportunities

Lesson 2: AI-assisted Content Strategy & Planning
- Use AI to generate and assess campaign ideas, find whitespace, and build content calendars and channel plans

Lesson 3: Generative AI Written Content Production
- Use AI to draft, refine, translate, localize, and repurpose marketing copy for different formats and channels

Lesson 4: Generative AI Visual & Multimedia Production
- Use AI tools to create and edit images, graphics, videos, and other multimedia assets

Lesson 5: AI-driven Personalization & Experience Optimization

- Use AI insights to craft segment-specific messaging and plan more personalized experiences

Lesson 6: AI-enabled Campaign Automation & Management

- Use AI to design and manage multi-step campaign workflows and streamline execution

Lesson 7: AI-powered Analytics & Reporting

- Use AI to turn marketing data into insights, visualizations, and concise reports for decision-making

Lesson 8: AI-driven SEO Research & Optimization

- Use AI to build keyword strategies, metadata, and SEO content that strengthen organic visibility

Lesson 9: AI-assisted Social Content & Engagement

- Use AI to create, optimize, and repurpose social content, captions, hashtags, and influencer outreach

Lesson 10: Prompt Engineering & Ethical AI Use

- Use effective prompts and basic AI governance practices for accurate, brand-safe output

Register for this class by visiting us at:
www.tcworkshop.com or calling us at 800-639-3535

NASBA Information

Level: Intermediate
Attendance Requirement: To be awarded the full credit hours, you must sign in and attend the entire course.
Fields: Computer Software & Applications
CPEs: 7.80

Policies: Course Registration, Cancellation, Refund and Complaint Resolution
For more information regarding administrative policies such as complaint and refund, please contact our offices at 800-639-3535 or visit us at: **www.tcworkshop.com**

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NOTE: Since our information is in multiple places on our web site or in PDF format that is sent to clients, we have provided our normal course content with the NASBA Information added along with links to our policy page on the web. We will add our name to the Official National Registry Statement after we are approved.