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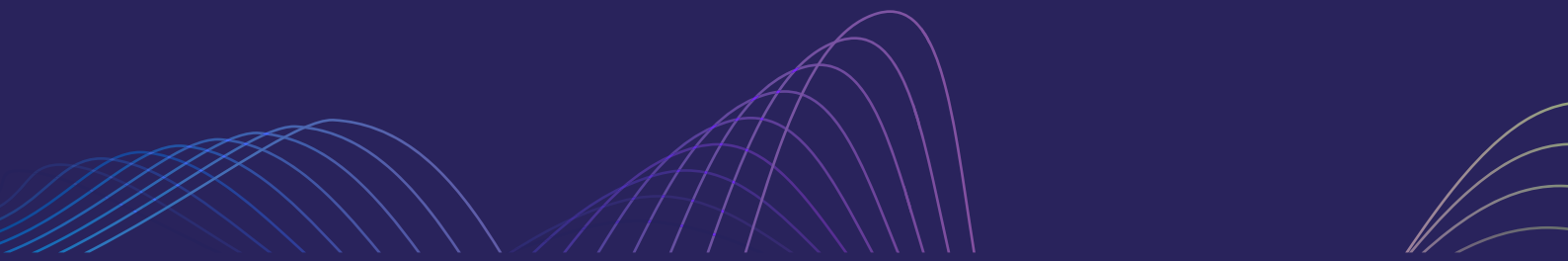
AI FOR MARKETING

3-DAY EXECUTIVE & PRACTITIONER
TRAINING PROGRAM

6 - 8 JULY 2026

Signia by Hilton Hotel

AMMAN – JORDAN





AI FOR MARKETING

3-DAY EXECUTIVE & PRACTITIONER TRAINING PROGRAM

Overview

This immersive three days training program is designed to help marketing professionals, strategists, digital teams, and business leaders understand how Artificial Intelligence is transforming modern marketing. The program combines strategy, practical applications, hands-on exercises, live demonstrations, and future-focused thinking.

Participants will explore how AI can enhance customer understanding, automate workflows, accelerate content creation, improve campaign performance, optimize personalization, and reshape marketing operations.

Training Outcomes

By the end of the program, participants will be able to:


- Understand the fundamentals of AI, Generative AI, and Agentic AI in marketing
- Identify high-impact AI use cases across the marketing value chain
- Use AI tools for content creation, campaign optimization, and customer engagement
- Build AI-assisted marketing workflows
- Design AI-powered customer journeys and personalization strategies
- Understand ethical, legal, and governance considerations
- Develop an AI adoption roadmap for their organization

Target Audience

- Marketing Managers
- Digital Marketing Teams
- Brand Managers
- Communications Teams
- Customer Experience Professionals
- Growth & Performance Marketing Teams
- Innovation & Transformation Leaders
- Business Executives

Training Methodology:

The program combines:

- Interactive lectures
 - Live demonstrations
 - Group discussions
 - Case studies
 - AI tool walkthroughs
 - Hands-on exercises
 - Team activities
 - Prompt engineering workshops
 - Final capstone presentations
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AGENDA:

DAY 1 - AI FOUNDATIONS & GENERATIVE AI FOR MARKETING

Theme of the Day: From Traditional Marketing to Intelligent Marketing

MODULE 1: THE AI REVOLUTION IN MARKETING

Topics Covered:

- * Evolution of marketing technology
- * What is AI, Machine Learning, and Generative AI?
- * How AI is changing customer behavior
- * The future of marketing teams
- * AI-native marketing organizations
- * Key trends shaping the future of marketing

Discussion Topics:

- * Will AI replace marketers?
- * Which marketing roles will evolve fastest?
- * Human creativity vs AI-generated creativity

Activity:

Group discussion: "What parts of marketing should humans never fully delegate to AI?"

MODULE 2: UNDERSTANDING GENERATIVE AI

Topics Covered:

- * How Large Language Models (LLMs) work
- * Tokens, prompts, context windows, hallucinations
- * Types of AI models:
 - Text generation
 - Image generation
 - Video generation
 - Voice AI
 - AI avatars
 - Multimodal AI
 - Agentic AI concepts

Tools Discussed:

- * ChatGPT
- * Claude
- * Gemini
- * Microsoft Copilot
- * Midjourney / DALL•E
- * Runway / Synthesia

Exercise:

Participants compare outputs from multiple AI tools for the same marketing task.

MODULE 3: PROMPT ENGINEERING FOR MARKETING PROFESSIONALS

Topics Covered

- * Anatomy of a powerful prompt
- * Prompt frameworks for marketers
- * Role prompting
- * Context layering
- * Few-shot prompting
- * Chain-of-thought prompting
- * Structured prompting
- * Prompt libraries for marketing teams

Practical Marketing Use Cases:

- * Campaign brainstorming
- * Brand messaging
- * Social media content
- * Ad copy generation
- * Email campaigns
- * SEO content
- * Landing page copy
- * Video script generation

Workshop: Participants create:

- * 10 social media posts
- * Email campaign sequence
- * Product launch campaign
- * Marketing slogan variations

MODULE 4: AI-POWERED CONTENT CREATION

Topics Covered:

- * AI for copywriting
- * AI for visual content
- * AI for video creation
- * AI for audio and podcasts
- * AI for localization and translation
- * Brand consistency with AI

Hands-on Exercise:

Create a complete AI-generated mini campaign including:

- * LinkedIn post
- * Instagram caption
- * Email headline
- * Banner image
- * Short video concept

DAY 1 WRAP-UP - Key Takeaways

- * AI is augmenting marketers, not simply automating tasks
- * AI dramatically accelerates content workflows
- * Prompt quality determines output quality
- * Human judgment remains strategically critical

HOMEWORK:

PARTICIPANTS CREATE AN AI-ASSISTED CAMPAIGN FOR A SELECTED PRODUCT OR SERVICE.



DAY 2 - AI-POWERED CUSTOMER INTELLIGENCE & PERFORMANCE MARKETING

Theme of the Day: From Data-Rich to Insight-Rich Marketing

MODULE 5: AI FOR CUSTOMER INSIGHTS & MARKET INTELLIGENCE

Topics Covered:

- * AI-driven customer segmentation
- * Predictive customer analytics
- * Sentiment analysis
- * Social listening with AI
- * Voice-of-customer analysis
- * AI for competitor intelligence
- * AI for trend detection

Demonstrations:

- * AI analytics dashboards
- * Customer sentiment tools
- * Predictive analytics examples

Exercise

Participants analyze customer feedback using AI tools and generate strategic recommendations.

MODULE 6: HYPER-PERSONALIZATION & CUSTOMER EXPERIENCE

Topics Covered:

- * AI-driven personalization engines
- * Recommendation systems
- * Dynamic content personalization
- * Customer journey orchestration
- * Conversational AI and chatbots
- * AI-powered customer support
- * Omnichannel AI experiences

Case Studies:

- * Netflix
- * Amazon
- * Starbucks
- * Sephora
- * Spotify

Workshop:

Design an AI-powered customer journey map.

MODULE 7: AI FOR DIGITAL ADVERTISING & PERFORMANCE MARKETING

Topics Covered:

- * AI in paid advertising
- * Programmatic advertising
- * AI for media buying
- * Predictive bidding
- * AI-powered A/B testing
- * Audience targeting with AI
- * Marketing automation platforms
- * AI for conversion optimization

Platforms Discussed:

- * Google Ads AI
- * Meta Advantage+
- * HubSpot AI
- * Salesforce Einstein
- * Adobe Sensei

Practical Exercise:

Participants optimize a mock digital campaign using AI recommendations.

MODULE 8: AI FOR SEO, SEARCH & DISCOVERY

Topics Covered:

- * AI-powered SEO strategies
- * Search Generative Experience (SGE)
- * AI content optimization
- * Semantic search
- * Voice search optimization
- * AI keyword research
- * AI for website optimization

Workshop:

- Participants use AI to:
- * Generate SEO content clusters
 - * Optimize landing pages
 - * Build AI-assisted content calendars

DAY 2 WRAP-UP - Key Takeaways

- * AI enables real-time personalization at scale
- * Customer intelligence becomes predictive rather than reactive
- * AI improves campaign precision and performance
- * Search behavior is fundamentally changing in the GenAI era

HOMEWORK:

PREPARE A SHORT PRESENTATION ON HOW AI CAN TRANSFORM ONE MARKETING PROCESS WITHIN THE PARTICIPANT'S ORGANIZATION.



DAY 3 - AI STRATEGY, GOVERNANCE & FUTURE MARKETING OPERATING MODELS

Theme of the Day: Building the AI-Native Marketing Organization

MODULE 9: AI STRATEGY FOR MARKETING LEADERS

Topics Covered:

- * Building an AI marketing strategy
- * Identifying high-value AI opportunities
- * AI maturity models
- * AI transformation roadmap
- * Budgeting and ROI considerations
- * Build vs Buy decisions
- * AI operating models for marketing

Group Activity:

Participants assess their organization's AI marketing maturity.

MODULE 10: AI GOVERNANCE, ETHICS & RESPONSIBLE MARKETING

Topics Covered:

- * Responsible AI principles
- * Bias in AI-generated content
- * Brand safety concerns
- * Hallucinations and misinformation
- * Privacy and data protection
- * Copyright and intellectual property
- * Regulatory considerations
- * Human oversight models

Discussion:

"Should customers always know when content is AI-generated?"

Scenario Workshop:

Participants respond to AI-related marketing risk scenarios.

MODULE 11: THE FUTURE OF MARKETING TEAMS IN THE AI ERA

Topics Covered:

- * The rise of AI copilots
- * AI agents in marketing
- * Autonomous campaign management
- * AI-native workflows
- * Future marketing skills
- * Reinventing creative teams
- * Human-AI collaboration models

Emerging Trends:

- * Synthetic influencers
- * AI-generated virtual brands
- * Voice commerce
- * AI video agents
- * Real-time personalization engines
- * Predictive consumer behavior modeling

Interactive Exercise:

Participants redesign a future marketing department structure.

MODULE 12: CAPSTONE WORKSHOP - BUILDING AN AI-POWERED MARKETING TRANSFORMATION PLAN

Team Activity:

Participants work in teams to create:

- * AI marketing vision
- * Priority use cases
- * Target KPIs
- * AI governance considerations
- * Quick wins
- * -12month roadmap
- * Change management approach

Final Presentations:

Teams present their AI marketing transformation strategy.

DAY 2 WRAP-UP - Key Takeaways

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- * Customer intelligence becomes predictive rather than reactive
- * AI improves campaign precision and performance
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HOMEWORK:

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DAY 3 - AI STRATEGY, GOVERNANCE & FUTURE MARKETING OPERATING MODELS

Theme of the Day: Building the AI-Native Marketing Organization

Tools to cover:

- * ChatGPT
- * Gemini
- * Claude
- * Midjourney
- * Canva AI
- * Runway
- * Synthesia
- * HubSpot AI
- * Jasper
- * Notion AI
- * Gamma
- * ElevenLabs
- * Descript

Deliverables for Participants:

Participants receive:

- * AI for Marketing playbook
- * Prompt engineering cheat sheet
- * AI tools directory
- * Marketing AI use case library
- * AI governance checklist
- * AI strategy template
- * Workshop exercises
- * Capstone templates

Case Studies:

- * Coca-Cola AI marketing campaigns
- * Nike personalization strategies
- * Amazon recommendation systems
- * Spotify Wrapped
- * Sephora virtual assistant
- * Heinz AI campaign
- * Airbnb AI customer experience
- * Duolingo AI-driven engagement

“The future
of marketing belongs
to those who can
combine human
insight with artificial
intelligence.”





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Speaker

DR. SEMIH KUŞLUK
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Semih is the Digital Training Senior Manager at PwC's Academy Middle East. He is a well versed Professional with work experience spanning over 12 years in FMCG, Telecommunications. He has delivered many trainings on Artificial Intelligence, Data Analytics, Design Thinking, Branding, Project Management and other subjects in his areas of expertise as a trainer and won the Instructor of The Year award by CertNexus and made to Logical Operations Instructors Wall of Fame in 2021.

Semih is a strong advocate of emerging technologies and digitalization, remains actively involved in discussions around the early adaptation of these technologies and aspires to inspire others to improve their knowledge, he is delivering Keynote sessions in international conferences like LEAP, GITEX Technology Week, GISEC, FinTech Surge, AI Masters, Strata Data Conference, Telco AI Summit.

He successfully launched and delivered the 1st ever Artificial Intelligence certification programme across the Middle East and also secured the 1st runner-up position in PwC's global AI competition.

