London TDM

Artificial Intelligence and Data Science Training Courses

Course Venue: United Kingdom - London

Course Date: From 15 March 2026 To 19 March 2026

Course Place: London Paddington

Course Fees: 7,500 USD

Introduction

As artificial intelligence (AI) continues to reshape the landscape of marketing and consumer analytics, businesses are harnessing its power to gain insights, optimize strategies, and drive growth. This 5-day professional course, "AI for Marketing and Consumer Analytics," is designed to equip marketing professionals with the knowledge and skills needed to effectively integrate AI technologies into their marketing practices.

Objectives

- Understand the fundamentals of AI and its applications in marketing.
- Explore AI-driven consumer analytics and its impact on customer insights.
- Learn to use AI tools to enhance marketing strategies and campaigns.
- Analyze case studies of successful AI implementations in marketing.
- Develop skills to leverage AI for improved decision-making and ROI.

Course Outlines

Day 1: Introduction to AI in Marketing

- Overview of AI technology and its evolution.
- Understanding AI's role in modern marketing.
- The impact of AI on consumer behavior and expectations.
- Key AI tools and platforms for marketers.
- Current trends and future prospects in AI marketing.

Day 2: Consumer Analytics and AI

- Introduction to consumer analytics and data-driven marketing.
- AI techniques for data collection and analysis.
- Predictive analytics and customer segmentation using AI.
- Personalized marketing strategies using consumer insights.
- Case studies on consumer analytics success stories.

Day 3: AI Tools and Applications in Marketing

- Overview of popular AI tools for marketers.
- Using AI for content creation and curation.
- AI-powered digital advertising and targeting.
- Social media monitoring and sentiment analysis with AI.
- Practical workshop: Implementing an AI marketing tool.

Day 4: Implementing AI Strategies

- Steps to integrate AI into marketing plans.
- Developing AI-driven customer engagement strategies.
- Enhancing customer experience with AI solutions.
- Challenges and solutions in AI marketing implementation.
- Assessing the ROI of AI marketing initiatives.

Day 5: Future of AI and Ethical Considerations

- The future landscape of AI in marketing.
- Emerging technologies and AI innovations.
- Ethical issues and privacy concerns in AI marketing.
- Regulatory guidelines and compliance in AI usage.
- Final assessment and course wrap-up.