



London TDM

# Artificial Intelligence and Data Science Training Courses

**Course Venue:** Malaysia - Kuala Lumpur

**Course Date:** From 02 August 2026 To 06 August 2026

**Course Place:** Royale Chulan Hotel

**Course Fees:** 6,000 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.