



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Post Graduation Diploma in Digital Marketing

Level: PG Diploma

Course / Subject Code: DM02076021

Course / Subject Name : AI in Digital Marketing

w. e. f. Academic Year:	2024-25
Semester:	2
Category of the Course:	Core Course (CC)

Prerequisite:	NA
Rationale:	The rationale for integrating Artificial Intelligence (AI) in Digital Marketing is founded on its transformative potential to enhance efficiency, personalization, and effectiveness in reaching target audiences. AI technologies, such as machine learning algorithms and natural language processing, enable marketers to analyze vast amounts of data, uncover actionable insights, and predict consumer behavior with unprecedented accuracy. By leveraging AI-driven tools for tasks like content optimization, audience segmentation, and campaign automation, marketers can deliver hyper-targeted, relevant messaging across channels, driving engagement and conversions. Furthermore, AI empowers marketers to adapt and iterate strategies in real-time based on evolving market trends and consumer preferences, thereby maximizing ROI and staying competitive in the rapidly evolving digital landscape.

Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes
CO1	To Understand the foundational principles of AI in digital marketing, comprehending key concepts such as machine learning algorithms, natural language processing, and ethical considerations.
CO2	To Apply AI tools and techniques to analyze real-world marketing data, develop personalized marketing strategies, and implement AI-driven solutions to optimize campaign performance and enhance customer engagement.
CO3	To Analyze the Advanced AI techniques for content creation and optimization

*Revised Bloom's Taxonomy (RBT)

Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR	C	Theory		Tutorial / Practical		
				ESE (E)	PA / CA (M)	PA/CA (I)	ESE (V)	
4	0	0	4	50	0	50	0	100



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Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1.	Introduction to AI in Digital Marketing <ul style="list-style-type: none"> • Overview of Artificial Intelligence and its applications in digital marketing • Understanding machine learning algorithms and their relevance to marketing • Case studies of successful AI implementations in digital marketing • Ethical considerations and challenges in AI-driven marketing 	18	18
2.	AI Tools and Techniques in Digital Marketing <ul style="list-style-type: none"> • Introduction to AI-powered tools for market research and consumer insights • Personalization and recommendation systems in digital advertising • Predictive analytics for customer behavior and campaign optimization • Automation of marketing tasks using AI and chatbots 	10	17
3.	Advanced Applications and Future Trends <ul style="list-style-type: none"> • Advanced AI techniques for content creation and optimization • Harnessing AI for social media marketing and sentiment analysis • AI-driven customer segmentation and targeting strategies • Exploring emerging trends such as voice search optimization and AI-powered voice assistants in marketing 	12	15
4.	Application: <ul style="list-style-type: none"> • Case Study / Assignment / Presentation /Quiz / Group Discussion / Viva / Application based AI Tools 	20	-
Total Hours/Marks:		60	50

Suggested Specification Table with Marks (Theory):

Unit No.	Unit Title	Teaching Hours	Distribution of Theory Marks (Assessment as per Revised Bloom’s Taxonomy Level*)							
			RM	UN	AP	AN	EL	CR	Total Marks	



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I	Module-1	18	00	08	08	04	00	00	20
II	Module-2	10	00	03	05	06	00	00	14
III	Module-3	12	00	03	06	04	03	00	16
	Total	40	00	14	19	14	03	00	50

***RM: Remember, UN: Understand, AP: Apply, AN: Analyze, EL: Evaluate, CR: Create**

Note: This specification table provides general guidelines to assist student for their learning and to teachers to teach and question paper designers/setters to formulate test items/questions to assess the attainment of the UOs. The actual distribution of marks at different taxonomy levels in the question paper may slightly vary from above table.

References/Suggested Learning Resources:

Sr. No.	Title of Book	Author	Publication with place, year and ISBN
1	Artificial Intelligence in Marketing: Practical Applications and Real-World Examples	Gabor Melli and Sven Crone	Wiley
2	AI for Marketing and Product Innovation: Powerful New Tools for Predicting Trends, Connecting with Customers, and Closing Sales	Jim Sterne	Wiley
3	Digital Marketing in an AI World: Future proofing Your PPC Agency	Frederick Valleys	-

Suggested Activities for Students:

Presentation techniques:

- Case Study
- Assignment
- Presentation
- Quiz
- Group Discussion
- Viva

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