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Course Name

AI-Powered Marketing Campaign Planning & Optimisation

Sector Name

Artificial Intelligence (AI)

Document Type

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AI-Powered Marketing Campaign Planning & Optimisation

Course Introduction

Artificial Intelligence (AI) is transforming the way organisations plan, develop, execute, and evaluate marketing campaigns. As customer expectations evolve and digital marketing channels become increasingly competitive, marketing professionals need to adopt intelligent tools and data-driven strategies to deliver more targeted, personalised, and measurable campaigns.

The **AI-Powered Marketing Campaign Planning & Optimisation** programme is designed to equip marketing and corporate communication professionals with the knowledge, practical skills, and strategic capabilities required to integrate artificial intelligence into every stage of the marketing campaign lifecycle. The programme explores how AI technologies can enhance market research, audience segmentation, campaign planning, content creation, marketing automation, performance optimisation, and return on investment.

Participants will gain practical experience in using AI-powered platforms and generative AI applications to analyse customer behaviour, identify market opportunities, develop compelling marketing messages, and create targeted campaigns across multiple digital channels. Particular emphasis is placed on selecting

appropriate AI tools, developing effective prompts, and using intelligent analytics to support marketing decisions.

The programme also examines how AI can improve campaign efficiency through automated workflows, predictive insights, personalised customer engagement, and continuous performance monitoring. Participants will explore practical approaches to optimising campaign budgets, improving conversion rates, and measuring the effectiveness of marketing initiatives through relevant performance indicators.

In addition, the course addresses responsible AI adoption in marketing, including data privacy, ethical considerations, content accuracy, brand consistency, and the importance of human oversight in AI-supported decision-making.

Through interactive workshops, real-world marketing scenarios, practical exercises, and a final integrated project, participants will develop the confidence and capabilities to design, implement, and optimise AI-enabled marketing campaigns that support organisational objectives, enhance customer engagement, and deliver measurable business results.

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Target Audience

- ✓ Marketing Managers and Marketing Specialists.
- ✓ Digital Marketing Professionals and Campaign Managers.
- ✓ Corporate Communication and Public Relations Professionals.
- ✓ Brand Managers and Content Marketing Specialists.
- ✓ Marketing Strategy and Business Development Professionals.
- ✓ Customer Experience and CRM Specialists.
- ✓ Media Planning and Marketing Analytics Professionals.
- ✓ Professionals responsible for planning, executing, and evaluating marketing campaigns.

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Learning Objectives

- ✓ Understand the role of artificial intelligence in modern marketing and identify its practical applications throughout the marketing campaign lifecycle.
- ✓ Evaluate and select appropriate AI tools and platforms to support marketing research, campaign planning, content development, and performance analysis.
- ✓ Apply effective prompt engineering techniques to generate high-quality marketing content, insights, and campaign recommendations.
- ✓ Use AI-powered research and analytics to understand customer behaviour, identify target audiences, and develop effective segmentation and personalisation strategies.
- ✓ Design and execute integrated marketing campaigns using AI-enabled content creation, targeting, and multichannel communication strategies.
- ✓ Apply marketing automation and AI-supported workflows to improve campaign efficiency and streamline recurring marketing activities.
- ✓ Monitor and optimise marketing campaign performance using AI-powered analytics, predictive insights, and relevant key performance indicators.

- ✓ Evaluate marketing campaign effectiveness, measure return on investment (ROI), and develop data-driven recommendations for continuous improvement.
- ✓ Apply responsible AI practices to ensure ethical, accurate, secure, and brand-consistent marketing communications.

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Course Outline

✓ DAY 01

Artificial Intelligence in Marketing Strategy and Campaign Planning

Module 1: AI Transformation in Modern Marketing

- ✓ Understanding artificial intelligence and its evolving role in marketing.
- ✓ Generative AI, predictive AI, and AI agents in marketing applications.
- ✓ The impact of AI on traditional and digital marketing strategies.
- ✓ Identifying opportunities for AI adoption across the marketing campaign lifecycle.
- ✓ Understanding the benefits and limitations of AI-powered marketing.
- ✓ Integrating AI initiatives with organisational marketing objectives.

Module 2: AI Tools and Strategic Marketing Research

- ✓ Overview of AI platforms used in marketing, including ChatGPT, Claude, Gemini, Perplexity, and other relevant tools.
- ✓ Selecting appropriate AI tools based on marketing objectives and business requirements.
- ✓ Using AI to conduct market research and competitive analysis.
- ✓ Identifying market trends, customer preferences, and emerging opportunities.
- ✓ Analysing competitors' positioning and marketing approaches.
- ✓ Developing customer personas using AI-supported research.

- ✓ Translating research findings into actionable marketing insights.

Module 3: AI-Assisted Marketing Campaign Planning

- ✓ Defining campaign objectives and expected outcomes.
- ✓ Applying SMART objectives to marketing campaign planning.
- ✓ Identifying target audiences and relevant marketing channels.
- ✓ Using AI to develop campaign concepts and strategic recommendations.
- ✓ Developing campaign messaging and value propositions.
- ✓ Planning campaign timelines, resources, and budgets.
- ✓ Establishing campaign performance indicators.

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Course Outline

✓ DAY 02

Prompt Engineering, Audience Segmentation and AI-Powered Content Creation

Module 1: Prompt Engineering for Marketing

Professionals

- ✓ Understanding prompt engineering and its applications in marketing.
- ✓ Structuring effective prompts for marketing research and content generation.
- ✓ Defining roles, context, instructions, and expected outputs.
- ✓ Developing reusable prompt templates for recurring marketing activities.
- ✓ Refining AI-generated responses through iterative prompting.
- ✓ Evaluating the accuracy, relevance, and quality of AI-generated content.
- ✓ Building a practical prompt library for marketing teams.

Module 2: AI-Driven Customer Segmentation and Personalisation

- ✓ Understanding audience segmentation and targeted marketing.
- ✓ Using AI to analyse customer needs, preferences, and behaviour.
- ✓ Identifying customer segments and marketing opportunities.
- ✓ Developing personalised marketing messages for different audiences.
- ✓ Applying AI to customer journey mapping.

- ✓ Matching campaign content with customer journey stages.
- ✓ Improving customer engagement through AI-supported personalisation.

Module 3: AI-Powered Marketing Content Development

- ✓ Using generative AI to develop marketing campaign concepts.
- ✓ Creating marketing copy, headlines, and calls to action.
- ✓ Developing social media content and email marketing messages.
- ✓ Using AI tools to support visual content and creative asset development.
- ✓ Adapting marketing content for different platforms and audience segments.
- ✓ Maintaining brand identity, tone of voice, and message consistency.
- ✓ Reviewing and refining AI-generated marketing materials.

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AI-Powered Marketing Campaign Planning & Optimisation

Course Outline

✓ DAY 03

Designing and Executing AI-Enabled Multichannel Marketing Campaigns

Module 1: AI-Driven Campaign Design and Execution

- ✓ Developing integrated marketing campaign strategies.
- ✓ Selecting appropriate digital marketing channels.
- ✓ Using AI to support campaign structure and content planning.
- ✓ Designing coordinated campaigns across social media, email, search, and digital advertising.
- ✓ Applying AI to audience targeting and campaign personalisation.
- ✓ Aligning campaign messaging across multiple channels.
- ✓ Coordinating campaign activities and execution schedules.

Module 2: Marketing Automation and AI-Supported Workflows

- ✓ Understanding marketing automation and its strategic benefits.
- ✓ Identifying repetitive marketing tasks suitable for automation.
- ✓ Automating campaign scheduling and content distribution.
- ✓ Using AI to support email marketing workflows.
- ✓ Developing automated customer engagement sequences.
- ✓ Applying AI to lead nurturing and customer communication.

- ✓ Integrating AI-supported workflows with marketing and CRM systems.
- ✓ Monitoring automated processes and maintaining human oversight.

Module 3: AI Applications in Digital Advertising and Customer Engagement

- ✓ Using AI to improve digital advertising effectiveness.
- ✓ Supporting audience targeting and advertising message selection.
- ✓ Developing variations of advertisements for different audiences.
- ✓ Using AI to support A/B testing and campaign experimentation.
- ✓ Personalising customer interactions across digital channels.
- ✓ Identifying opportunities to improve customer engagement.
- ✓ Managing campaign execution challenges and adjusting marketing activities.

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Course Outline

✓ DAY 04

AI-Powered Campaign Optimisation, Analytics and ROI Measurement

Module 1: Marketing Performance Monitoring and AI Analytics

- ✓ Understanding the role of analytics in marketing campaign management.
- ✓ Identifying relevant marketing key performance indicators (KPIs).
- ✓ Measuring reach, engagement, click-through rates, and conversions.
- ✓ Using AI to analyse campaign performance data.
- ✓ Identifying patterns, trends, and performance gaps.
- ✓ Developing AI-supported marketing performance dashboards.
- ✓ Translating analytical findings into marketing decisions.

Module 2: AI-Driven Campaign Optimisation

- ✓ Understanding continuous campaign optimisation.
- ✓ Using AI insights to improve campaign targeting and messaging.
- ✓ Identifying underperforming marketing channels and activities.
- ✓ Applying AI-supported recommendations to improve conversion rates.
- ✓ Optimising campaign timing, content, and audience engagement.
- ✓ Using predictive insights to anticipate campaign performance.
- ✓ Supporting budget allocation and resource optimisation.

- ✓ Applying A/B testing results to improve campaign effectiveness.

Module 3: Measuring Marketing ROI and Campaign Effectiveness

- ✓ Understanding marketing return on investment (ROI).
- ✓ Identifying campaign costs and measurable business outcomes.
- ✓ Evaluating campaign efficiency and cost-effectiveness.
- ✓ Measuring cost per lead, cost per acquisition, and conversion performance.
- ✓ Understanding attribution and its limitations in multichannel marketing.
- ✓ Using AI-supported analysis to interpret campaign results.
- ✓ Preparing performance reports and recommendations for management.
- ✓ Developing improvement plans based on campaign evaluation.

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✓ DAY 05

Responsible AI Marketing and Integrated Campaign Development

Module 1: Responsible AI Adoption and Marketing Best Practices

- ✓ Understanding ethical considerations in AI-powered marketing.
- ✓ Protecting customer information and respecting data privacy.
- ✓ Managing risks associated with AI-generated content.
- ✓ Identifying bias, misinformation, and inaccurate marketing outputs.
- ✓ Maintaining brand consistency and organisational standards.
- ✓ Establishing appropriate human review and approval processes.
- ✓ Developing practical guidelines for responsible AI use in marketing.

Module 2: Integrated AI-Powered Marketing Campaign Workshop

- ✓ Reviewing the main stages of AI-enabled campaign development.
- ✓ Defining a marketing challenge and campaign objectives.
- ✓ Conducting AI-assisted market and audience research.
- ✓ Developing audience segmentation and targeting strategies.
- ✓ Preparing campaign messaging and creative content.
- ✓ Selecting marketing channels and automation opportunities.
- ✓ Defining campaign KPIs and performance measurement methods.

- ✓ Developing an optimisation and continuous improvement plan.

Final Practical Project: AI-Powered Marketing Campaign Plan

Participants will develop and present an integrated AI-powered marketing campaign proposal covering:

- ✓ Campaign objectives and target audience.
- ✓ AI-supported market research and customer insights.
- ✓ Audience segmentation and personalised messaging.
- ✓ Campaign content and creative concepts.
- ✓ Multichannel marketing and automation strategy.
- ✓ Campaign execution timeline and resource requirements.
- ✓ Performance indicators and ROI measurement approach.
- ✓ Campaign optimisation recommendations.
- ✓ Responsible AI and brand governance considerations.

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Nov. 2, 2026	Nov. 6, 2026	5 days	4250.00 \$	UAE , Dubai
Feb. 1, 2027	Feb. 5, 2027	5 days	5950.00 \$	USA , Texas
April 25, 2027	April 29, 2027	5 days	4250.00 \$	Bahrain , Manama
Sept. 13, 2027	Sept. 17, 2027	5 days	4250.00 \$	UAE , Dubai

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