

GANPAT UNIVERSITY																	
FACULTY OF MANAGEMENT STUDIES																	
Programme		Bachelor of Business Administration					Branch / Spec.		Marketing Management								
Semester		IV					Version		1.0.0.0								
Effective from Academic Year				2025-26			Effective for the Batch Admitted in				July 2024						
Subject Code		BMAR203		Subject Name			AI In Marketing (Swayam)										
Teaching Scheme							Examination Scheme (Marks)										
(Per week)		Lecture (DT)		Practical (Lab.)		Total			CE		SEE		Total				
		L	TU	P	TW												
Credit		03	00	00	00		03	Theory		50		50		100			
Hours		03	00	00	00		03	Practical		00		00		00			
Pre-requisite:																	
Basic exposure of Marketing Mix																	
Objective:																	
To understand and apply AI in marketing for value creation, product development, and customer relationship management.																	
Learning Outcomes/Course Outcomes:																	
On successful completion of the course, the students will be able to:																	
CO1- Understand AI's marketing fundamentals, algorithms, designs, and value delivery.																	
CO2- Apply AI for STP, marketing mix, and understand consumer behavior.																	
CO3- Analyze customer experience, personalization, branding, and competition using AI.																	
CO4- Utilize AI in product development, pricing, advertising, sales, and channel management.																	
Mapping of PO-CO and PSO-CO:																	
		Course Outcome (CO) No.	PO-CO Mapping								PSO-CO Mapping						
			PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	
			CO1	2	1	1	2	1	1	3	2	2	2	1	1	1	2
			CO2	1	2	1	2	1	2	3	2	2	3	2	2	2	3
			CO3	1	2	2	2	1	2	3	3	3	2	3	3	1	2
			CO4	1	2	1	3	1	2	3	3	3	3	2	2	3	1
Theory Syllabus																	
Unit	Content														Hrs.		
1	Understanding the basics of AI in Marketing (Continued), Introduction to AI Algorithms, Designs of AI, Transition process and AI matrix. Customer value and Role of AI in Value Delivery Process, Transforming Marketing Strategy using AI Using AI for STP, Application of AI in Marketing Mix, Marketing Information Systems and its Components. What is Marketing Research (Continued), Individual Dynamics and its influence on Consumer Behavior, Consumer Buying Decision Process, Understanding Customer Journey (Continued). Customer Experience: Meaning & Characteristics, Personalization: Going Beyond Segmentation, Avatar marketing. Standardization, Personalization & Relationalization of Brands using AI, Understanding Networks and Brand Network Effect, Understanding the Use of AI for Addressing Competition, AI and Brand Equity, AI and New Brand Realities.														20		
2	AI for Value Creation and Product Development, Personalization and hyper-personalization Using AI Implementation of AI by Product Managers, AI in Service, Pricing Strategies Using AI Role of AI in Advertising AI in Sales promotion and Direct Marketing, AI in PR and Publicity and Social Media Marketing, Personal Selling using AI, Sales management using AI. AI and Marketing Channel Management, Omnichannel Marketing and Retailing, Changing face of Retailing in the age of AI, AI in Logistics Management. Navigating Ethical Challenges in AI, AI and Sustainability.														25		
	Exam: Theory 100%.																

	Swayam Exam OR Uni Exam	
Text Book:		
	<ul style="list-style-type: none">• Sterne J., “Artificial intelligence for marketing: practical applications”, John Wiley & Sons.	
Reference Books:		
	<ul style="list-style-type: none">• Gentsch, Peter., “AI in marketing, sales and service: How marketers without a data science degree can use AI, big data and bots”, (eBook) Springer.• King K., “Using Artificial Intelligence in Marketing: How to harness AI and maintain the competitive edge”, Kogan Page Publishers• Hosnagar, K., “A human’s guide to machine intelligence”, New York: Viking.• 5. Venkatesan, R., and Lecinski J, “The AI Marketing Canvas: A Five-stage Road Map to Implementing Artificial Intelligence in Marketing”, Stanford University Press.	
Online Resource:		
	NPTEL Course (3 credit) in Jan Cycle (12 week) By Prof. Zillur Rahman by IIT Roorkee https://onlinecourses.nptel.ac.in/noc25_mg06/preview(AI in Marketing-By Prof. Zillur Rahman)	

* Swayam portal Evaluation 30:70 is to be converted with 50:50 in proportion as per the Degree awarding rule.