



I. General Information

Complete the following general information:

Name of the course:

Intelligent Marketing: Creativity and Innovation in the Age of AI

Teacher's name:

Ricardo Limongi

II. Introduction

This course provides a comprehensive exploration of how artificial intelligence is transforming marketing practices and creative processes. Students will be introduced to essential AI concepts, tools, and their practical applications in modern marketing contexts. The course examines how generative AI, predictive analytics, and personalization systems are reshaping consumer engagement strategies. Throughout the program, participants will develop a hybrid mindset that leverages emerging technologies to enhance human creativity while addressing the ethical, social, and strategic challenges facing marketing professionals in the AI era. This course will provide students with practical skills and a solid foundation for leading innovative marketing initiatives that combine the best of human insight with algorithmic capabilities.

III. Final Learning Achievement of the Course

At the end of the course, the student will design and pitch an innovative marketing solution that integrates AI tools with creative strategies through the relevant application of generative AI, predictive analytics, and ethical considerations learned during the course.

IV. Learning Units

Learning Unit 1: Intelligent Marketing - Creativity and Innovation in the Age of AI

Unit Learning Achievement:

Upon completion of this learning unit, the student will design and pitch an innovative marketing solution that integrates AI tools with creative strategies through the relevant application of generative AI, predictive analytics, and ethical considerations learned during the course.

Contents:

Module 1: Foundations (4h)

Evolution of marketing in the digital era
Introduction to AI applied to marketing
Digital transformation cases

Module 2: Tools and Applications (4h)

Generative AI for content creation
Predictive analytics and intelligent segmentation
Personalization and recommendation systems
Workshop with accessible tools

Module 3: Augmented Creativity (4h)



Design thinking with AI
 Campaign prototyping
 Digital nudging and choice architecture
 Creative lab: human + machine

Module 4: Innovation and the Future (4h)

Emerging business models
 Ethics and algorithmic bias in marketing
 Success metrics in hybrid marketing
 Final project: innovative solution pitch

Activities and Evaluations:

Case study analysis and discussion
 Hands-on workshop with AI tools
 Creative lab: campaign prototyping exercise
 Group debate on AI ethics in marketing
 Final project: innovative solution pitch presentation

V. Teaching Strategies

Teaching strategy	
Interactive presentation	X
Exercise and problem solving	
Case studies	X
Group dynamics	X
Structured debates/discussions	X
Role playing	
Reflective dialogue	X
Collaborative learning	X
Peer learning	
Active learning	X
Inverted classroom	
Experiential learning	X
Service learning	
Spaces for creation	X
<i>Design thinking</i>	X
Problem-based learning	X
Research-based learning	
Project-based learning	X
Challenge-based learning	X
Gamification of learning	

VI. Evaluation System

Considerations for evaluations:

Active participation in all sessions is essential for evaluation activities. Group activities will be evaluated both on the collaborative process and the final output quality. All evaluations should demonstrate integration of AI tools with creative marketing thinking.



Evaluation Name	%	Comments
Class Participation	15	<ul style="list-style-type: none">▪ Individual grade▪ Active engagement in discussions and activities will be evaluated
Case Study Analysis	20	<ul style="list-style-type: none">▪ Group-based activity, individual grade▪ Analytical depth and practical application of concepts will be evaluated
Workshop Deliverables	25	<ul style="list-style-type: none">▪ Individual grade▪ Proficiency with AI tools and quality of creative outputs will be evaluated
Final Project Pitch	40	<ul style="list-style-type: none">▪ Group presentation, individual grade▪ Innovation, feasibility, AI integration, ethical considerations, and presentation quality will be evaluated
TOTAL	100	

VII. References

Mandatory: List the references that you consider mandatory for the course.

Davenport, T. H., & Ronanki, R. (2018). Artificial intelligence for the real world. *Harvard Business Review*, 96(1), 108-116. <https://hbr.org/2018/01/artificial-intelligence-for-the-real-world>

Huang, M. H., & Rust, R. T. (2021). A strategic framework for artificial intelligence in marketing. *Journal of the Academy of Marketing Science*, 49(1), 30-50. <https://doi.org/10.1007/s11747-020-00749-9>

Kumar, V., Rajan, B., Venkatesan, R., & Lecinski, J. (2019). Understanding the role of artificial intelligence in personalized engagement marketing. *California Management Review*, 61(4), 135-155. <https://doi.org/10.1177/0008125619859317>

Recommended: list the references that you consider suggested for the course

Agrawal, A., Gans, J., & Goldfarb, A. (2018). *Prediction machines: The simple economics of artificial intelligence*. Harvard Business Review Press.

De Bruyn, A., Viswanathan, V., Beh, Y. S., Brock, J. K. U., & von Wangenheim, F. (2020). Artificial intelligence and marketing: Pitfalls and opportunities. *Journal of Interactive Marketing*, 51, 91-105. <https://doi.org/10.1016/j.intmar.2020.04.007>

Kahneman, D. (2011). *Thinking, fast and slow*. Farrar, Straus and Giroux.

Thaler, R. H., & Sunstein, C. R. (2021). *Nudge: The final edition*. Penguin Books.