

Integrated Marketing & Communication Masterclass: Human + AI Strategy

COURSE OVERVIEW

This is a forward-looking course that examines how AI-driven data analytics, automation, and personalization tools can be combined with traditional marketing communication strategies to optimize audience engagement and brand messaging across multiple channels. It is designed to equip marketing and communication professionals with the skills to blend human creativity and strategic thinking with artificial intelligence technologies for powerful and cohesive integrated marketing campaigns. Participants will develop expertise in creating seamless, adaptive marketing communication plans that leverage both human insight and AI capabilities to deliver enhanced customer experiences and measurable business results.

WHO SHOULD ATTEND?

This course is ideal for marketing managers, communication specialists, digital strategists, brand managers, PR professionals, and business leaders who want to integrate AI innovations into their marketing communication efforts. It also benefits data analysts, content creators, and technology managers seeking to understand how to harness AI for strategic marketing and communication. The course is suited for professionals across industries aiming to stay competitive by adopting hybrid human-AI marketing approaches.

COURSE OUTCOMES

Delegates will gain the skills and knowledge to:

- Understand the principles and benefits of integrating AI with human-driven marketing communications.
- Utilize AI tools for data-driven audience segmentation, targeting, and personalized messaging.
- Design and implement multi-channel integrated marketing communication strategies.
- Blend creative storytelling with AI-powered insights to optimize campaign effectiveness.
- Manage ethical considerations surrounding AI use in marketing communications.
- Measure and analyze the performance of integrated marketing campaigns using AI analytics.
- Adapt communication strategies in real-time based on AI-driven feedback and market trends.

KEY COURSE HIGHLIGHTS

At the end of the course, you will understand;

- Comprehensive overview of integrated marketing communications (IMC) frameworks.
- Exploration of AI technologies supporting marketing automation, personalization, and analytics.
- Techniques for combining human creativity with AI-powered data insights.
- Creation of cohesive brand messaging across digital and traditional channels.
- Case studies on successful human-AI integrated marketing campaigns.
- Hands-on practice with AI-enabled marketing platforms and tools.
- Ethical considerations and best practices for responsible AI marketing use.
- Strategies to respond agilely to evolving consumer behaviors and technological advances.

All our courses are dual-certificate courses. At the end of the training, the delegates will receive two certificates.

1. A GTC end-of-course certificate
2. Continuing Professional Development (CPD) Certificate of completion with earned credits awarded