AI and Behavioral Analytics for Digital Marketing Training Course

07 - 11 Dec 2026

Rome

5800 € (Per Person)

Ref: #AI8979_49440

Course Introduction / Overview:

This training course is designed to show how artificial intelligence is changing the world of digital marketing. It focuses on the strategic use of AI to analyze consumer behavior and personalize marketing efforts. In a landscape saturated with data, the ability to understand and predict customer actions is the key to creating impactful campaigns. This program goes beyond a simple introduction to AI tools and provides a comprehensive look at how machine learning, natural language processing, and predictive analytics can be used to optimize every stage of the customer journey. Drawing on the work of academics like Thomas Heinrich Musiolik, Raul Villamarin Rodriguez, and Hemachandran Kannan, from their book "Enhancing and Predicting Digital Consumer Behavior with AI," this course explores how these technologies can be used to create highly targeted and effective marketing strategies. Participants will learn how to gather deep customer insights, automate routine tasks, and build personalized experiences that drive engagement and sales. BIG BEN Training Center has developed this course to be practical and project-based, ensuring participants gain real-world skills in a fast-paced and ever-changing field. The curriculum is a vital resource for marketing professionals who want to stay ahead of the curve and use data to make smarter, more strategic decisions.

Target Audience / This training course is suitable for:

- Digital marketing managers.
- Marketing analysts and data scientists.
- Content strategists and social media managers.
- E-commerce and retail professionals.
- Brand managers.
- Customer relationship management specialists.
- Business development professionals.

Target Sectors and Industries:

- Retail and e-commerce.
- Advertising and marketing agencies.
- Technology and software.
- Media and publishing.
- Financial services.
- Telecommunications.
- Government agencies and public sector.

Target Organizations Departments:

- Marketing and communications.
- Business intelligence and analytics.
- Customer experience and relations.
- Sales and business development.
- Product management.
- Information technology.
- Public relations.

Course Offerings:

By the end of this course, the participants will have able to:

- Use machine learning to analyze customer data and create precise audience segments.
- Implement AI-powered tools for content creation and personalization.
- Apply predictive analytics to forecast customer behavior and market trends.
- Use natural language processing (NLP) to analyze customer feedback and sentiment.
- Automate marketing campaigns and optimize performance using intelligent algorithms.
- Design data-driven customer journeys and enhance user experience with AI.
- Understand and apply the ethical considerations of using AI in marketing.

Course Methodology:

The training course at BIG BEN Training Center uses an innovative approach that combines theoretical knowledge with hands-on practice. We believe that to truly master AI in digital marketing, participants must work with real data and solve actual problems. The course includes a series of practical case studies where participants analyze real-world marketing challenges and propose AI-driven solutions. We encourage collaborative learning through group projects and interactive workshops, where participants can share insights and get feedback. A major part of the training is dedicated to practical exercises using industry-relevant tools and platforms. Participants will learn to build predictive models, design automated campaigns, and create personalized content, gaining experience they can apply immediately in their jobs. The course also includes live demonstrations and expert-led Q&A sessions to ensure a complete and engaging learning experience. This methodology gives participants the confidence to integrate AI into their marketing strategies and drive measurable business results.

Course Agenda (Course Units):

Unit One: Foundations of AI in Digital Marketing

- Introduction to AI and its role in modern marketing.
- Understanding the digital marketing funnel with AI.
- Data collection and management for AI applications.
- Key AI technologies for marketers.
- Using AI for market research and competitive analysis.
- The future of AI in marketing.
- Defining a problem statement for a practical project.

Unit Two: Behavioral Analysis and Customer Segmentation

- AI-driven customer behavioral analysis.
- Creating advanced audience segments with machine learning.
- Predictive modeling for customer churn and lifetime value.
- AI for personalized product recommendations.
- Customer journey mapping with intelligent insights.
- The role of sentiment analysis.
- Practical project on customer segmentation.

Unit Three: Content Personalization and Automation

- AI for content ideation and creation.
- Personalized ad copy and creative optimization.
- Using AI to automate email marketing campaigns.
- AI-driven chatbots for enhanced customer service.
- Natural language generation for dynamic content.
- Optimizing social media marketing with AI.
- Practical project on content personalization.

Unit Four: Predictive Analytics and Campaign Optimization

- Forecasting market trends with predictive analytics.
- Real-time bidding and ad optimization.
- AI for A/B testing and experimentation.
- Budget allocation and media mix modeling.
- Measuring ROI of AI-driven campaigns.
- Using AI to improve conversion rates.
- Practical project on campaign optimization.

Unit Five: Ethics, Governance, and AI Strategy

- The ethical implications of AI in marketing.
- Data privacy and regulatory compliance.
- Developing a governance framework for AI.
- Building a long-term AI marketing strategy.
- Team structure and skills for AI implementation.
- Future trends and the evolution of the AI marketer.
- Final capstone project presentation.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In what ways can the use of AI for behavioral analysis in marketing be balanced with consumer privacy and ethical data practices to build long-term trust and brand loyalty?

What unique qualities does this course offer compared to other courses?

This training course goes beyond a simple overview of AI tools and offers a complete, strategic framework for using AI to improve digital marketing. While other programs might teach you how to use a specific AI tool, this curriculum focuses on the why and how behind AI in marketing. It emphasizes a hands-on, project-based approach, giving participants the chance to build a portfolio of real-world projects that show their skills to employers. The course stands out because it doesn't just focus on the technical aspects of AI, it also covers the critical areas of behavioral analysis and ethical considerations. This ensures that participants understand how to use AI responsibly and effectively to drive measurable results. We focus on providing a complete, career-oriented education that prepares professionals not just for their next job, but for the future of the marketing industry. This approach is what sets BIG BEN Training Center apart and makes this program an indispensable resource for anyone serious about leading in the digital age.