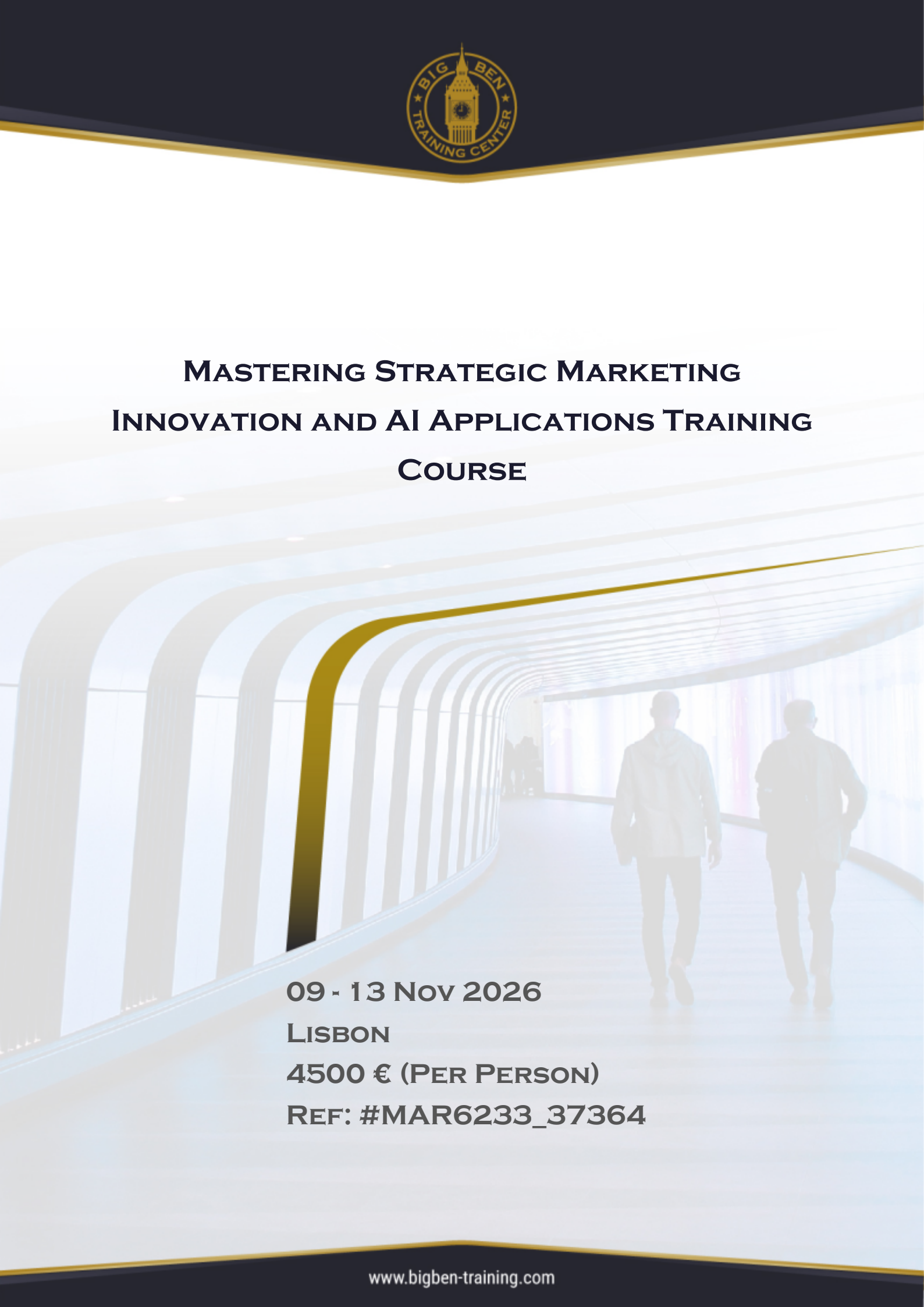
Mastering Strategic Marketing Innovation and AI Applications Training Course



09 - 13 Nov 2026

Lisbon

4500 € (Per Person)

Ref: #MAR6233_37364

Course Introduction / Overview:

This comprehensive training course is designed to navigate the dynamic intersection of strategic marketing innovation and artificial intelligence. In a rapidly evolving digital landscape, success hinges on leveraging cutting-edge technologies like AI, machine learning, and predictive analytics to drive customer-centric growth and maintain a competitive edge. This program offers a deep dive into advanced frameworks for developing and implementing disruptive marketing strategies, moving far beyond basic digital tactics. Participants will explore how AI is fundamentally reshaping marketing operations, from hyper-personalization and content creation to predictive customer journey mapping and campaign optimization. We will examine the critical shift towards an AI-first business model, helping professionals transform their organizations. A key academic reference in this field is the work of Professor Oguz A. Acar, a leading expert on AI and marketing innovation, particularly his insights on how generative AI is changing creative work. This course also aligns with the core concepts outlined in the book Marketing Artificial Intelligence: AI, Marketing, and the Future of Business by Paul Roetzer and Mike Kaput, which serves as an essential blueprint for marketers seeking to embrace AI for a sustained competitive advantage. By attending this program, you will gain the knowledge and practical skills necessary to lead innovation initiatives, build responsible AI-powered marketing stacks, and ensure long-term value creation. BIG BEN Training Center is committed to providing a forward-thinking curriculum that addresses the real-world complexities and ethical considerations of deploying artificial intelligence in marketing for optimal, measurable business results.

Target Audience / This training course is suitable for:

- Chief Marketing Officers and Marketing Directors.
- Heads of Digital Transformation and Innovation.
- Product Managers and Brand Strategists.
- Data Scientists and Marketing Analysts focused on customer behavior.
- Senior Marketing Managers and Specialists.
- Business Development and Strategy Executives.

Target Sectors and Industries:

- Technology and Telecommunications, dealing with rapid innovation cycles and large datasets.
- Financial Services and Insurance, requiring advanced personalization and risk modeling.
- Retail and E-commerce, focused on customer journey optimization and predictive stocking.
- Healthcare and Pharmaceuticals, addressing personalized patient engagement and regulatory needs.
- Media and Entertainment, specializing in content creation and audience segmentation.
- Manufacturing and Automotive, leveraging AI for B2B marketing and demand forecasting.
- Government Agencies and Equivalents, seeking data-driven public services and citizen communication efficiency.

Target Organizations Departments:

- Marketing and Communications, for campaign execution and customer engagement.
- Strategy and Corporate Planning, for long-term vision and market positioning.
- Digital Transformation Office, for technology adoption and change management.
- Product Development and Innovation, for market sensing and feature prioritization.
- Customer Experience (CX) and Customer Relationship Management (CRM), for personalized service design.
- Data Analytics and Business Intelligence, for model creation and insight generation.

Course Offerings:

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

- Develop a robust strategic marketing innovation roadmap integrated with artificial intelligence technologies.
- Evaluate and select appropriate AI applications for optimizing key marketing functions like content, targeting, and analytics.
- Design and implement hyper-personalized customer experiences using machine learning and generative AI tools.
- Utilize predictive analytics to forecast market trends, customer behavior, and campaign performance with greater accuracy.
- Establish frameworks for ethical and responsible deployment of AI in marketing and data privacy management.
- Lead cross-functional teams to integrate AI-driven insights into product innovation and business strategy.
- Measure and articulate the return on investment (ROI) of new marketing technologies and innovation projects.

Course Methodology:

This training course is highly interactive and focused on practical applications, ensuring participants can immediately transfer learning into their professional roles. The methodology blends strategic lectures with engaging, hands-on activities. We will heavily utilize real-world case studies from various global industries to illustrate successful and unsuccessful AI implementation in marketing, providing a nuanced understanding of its practical challenges and opportunities. A significant portion of the course is dedicated to teamwork exercises where groups will work on developing an AI-powered marketing strategy for a simulated corporate challenge, encouraging collaborative innovation. Interactive sessions will feature guided workshops on selecting and framing AI solutions, rather than focusing on specific software tools, and include practical prompt engineering exercises for generative AI in marketing. Feedback is continuous, incorporating peer reviews and expert commentary on individual and group work, ensuring deep engagement with the course material and fostering a practical understanding of strategic marketing innovation. The environment encourages open discussion on the complexities of marketing transformation and the ethical dimensions of artificial intelligence, allowing participants to apply strategic frameworks directly to their organization's needs.

Course Agenda (Course Units):

Unit One: Foundations of AI and Strategic Marketing Innovation

- Defining marketing innovation in the age of artificial intelligence.
- Understanding core AI concepts: machine learning, predictive analytics, and generative AI.
- The shift from traditional marketing to an AI-first strategic business model.
- Identifying market disruptions and innovation opportunities using data and AI.
- Framing the strategic business case for AI in marketing and its organizational impact.
- Ethical AI deployment and data governance in customer-facing applications.
- Developing an innovation culture within the marketing department.

Unit Two: AI-Powered Customer Insight and Segmentation

- Leveraging AI for deep customer data analysis and sentiment analysis.
- Advanced customer segmentation using machine learning models.
- Predictive customer lifetime value (CLV) and churn modeling.
- Mapping the end-to-end customer journey and identifying AI optimization points.
- Using AI to uncover unmet customer needs and drive product innovation.
- Competitive intelligence and market sensing through big data analytics.
- Building a unified customer data infrastructure for AI applications.

Unit Three: Hyper-Personalization and Customer Experience (CX)

- Designing hyper-personalized marketing campaigns at scale with AI.
- Implementing AI for real-time recommendation engines and dynamic pricing.
- Automating customer service and support with AI chatbots and virtual assistants.
- Optimizing multi-channel marketing through AI-driven attribution modeling.
- Using AI to enhance the in-store and online customer experience (CX).
- Developing and managing a personalized content strategy with generative AI.
- Measuring the impact of personalization on conversion and customer loyalty.

Unit Four: AI in Content, Campaign Optimization, and Media

- Strategic use of generative AI for content creation, curation, and repurposing.
- AI-driven media buying, bidding optimization, and budget allocation.
- Predictive modeling for campaign testing and performance forecasting.
- The role of machine learning in optimizing digital advertising and ad-targeting efficiency.
- Implementing marketing automation and workflow optimization with intelligent agents.
- Managing brand safety and quality control for AI-generated marketing assets.
- Future-proofing marketing operations with scalable AI solutions.

Unit Five: Leading Marketing Transformation and Innovation Governance

- Creating an organizational roadmap for AI adoption in the marketing function.
- Building the required skills and talent pool for an AI-powered marketing team.
- Governance and risk management for new marketing technologies and AI systems.
- Developing key performance indicators (KPIs) and metrics for measuring innovation ROI.
- Overcoming organizational resistance and securing executive buy-in for AI projects.
- Case studies in successful enterprise-level AI marketing transformation.
- Action planning: developing a personalized post-course innovation project Training Course.

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:

Given the rapid evolution of generative artificial intelligence, how should marketing leaders balance the immediate efficiency gains from AI automation with the long-term imperative of maintaining a unique and authentic human brand voice?

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

This course stands out because it marries high-level strategic thinking with the practical realities of artificial intelligence adoption, providing a cohesive framework for strategic marketing innovation. Unlike programs that focus narrowly on a specific AI tool or only on basic digital marketing, this course provides a comprehensive view of how AI must be integrated into the core marketing strategy and the broader business context. We emphasize the development of an AI-first business model and the strategic competencies needed to lead organizational change. The curriculum is built around real-world case studies and practical exercises that require participants to design ethical, data-driven solutions for complex challenges, going beyond simple theoretical knowledge. We focus heavily on predictive analytics and hyper-personalization not just as buzzwords, but as mechanisms for creating measurable, sustainable competitive advantage. Furthermore, the course places a critical emphasis on the governance, ethical use, and talent development necessary to manage a responsible and high-performing AI-powered marketing function. This integrated, strategy-first approach ensures that participants leave with an actionable roadmap, not just a list of tools, positioning them as true leaders in the next wave of marketing transformation.