



AI-POWERED MARKETING

RESEARCH . COPY . CREATIVE
PROMPT SYSTEMS . BRAND
OMATION . ANALYSIS . GOVE

DURATION

40 Hours

LEVEL

Intermediate

MODULES

8

MODE

**Classroom ·
Online · Hybrid**

01 COURSE OVERVIEW

A course on using AI tools across the marketing workflow without losing brand voice or accuracy. Each marketing task gets a working AI method: research and clustering, copy drafting with brand voice constraints, creative variants, ad testing, analysis and reporting. Review steps and factual checks are built into every workflow.

Learners assemble a documented AI playbook for their own marketing function.

WHO IT IS FOR

Marketing teams of any size

Agencies standardising AI use

Founders doing their own marketing

Content and creative staff

PREREQUISITES

Marketing experience. No technical background required.

02 LEARNING OUTCOMES

01 Choose the right AI tool per marketing task.

03 Draft and edit campaign copy at speed with control.

05 Analyse performance data with AI assistance.

07 Set review, disclosure and data-handling rules.

02 Encode brand voice into reusable prompts.

04 Generate and adapt creative variants.

06 Automate repetitive reporting and research.

03 MODULE STRUCTURE

8 MODULES

01 AI IN MARKETING

Capabilities and limits

Tool landscape

Risk areas

TOOLS

CHATGPT

CLAUDE

GEMINI

COPILOT

Generative vs predictive

Cost models

02 RESEARCH AND INSIGHT

Audience research prompts

Competitor teardown

Data checking

PRACTICAL

INSIGHT BRIEF

Review and survey analysis

Trend clustering

03 BRAND VOICE AND COPY

Voice documentation

Prompt templates

Editing loops

PRACTICAL

PROMPT LIBRARY

Style constraints

Long-form and short-form copy

04 CREATIVE PRODUCTION

Image generation for concepts

Video and voice tools

Brand consistency

TOOLS

CANVA MAGIC

LEONARDO

CAPCUT AI

Variant generation

Rights and usage

05 CAMPAIGN WORKFLOWS

Ad copy variants

Email sequences

Localisation

PRACTICAL

CAMPAIGN ASSET SET

Landing page drafts

Social calendars

06 ANALYSIS AND REPORTING

Data summarisation

Dashboard commentary

Verification of AI numbers

Anomaly spotting

Forecast prompts

07 AUTOMATION

n8n and Zapier with AI steps

Inbox triage

Human approval gates

Content pipelines

CRM enrichment

PRACTICAL

AUTOMATED CONTENT PIPELINE

08 GOVERNANCE

Disclosure

Confidential inputs

Accessibility

Data privacy

Hallucination controls

Team policy

PROJECT

MARKETING AI PLAYBOOK

04 ASSESSMENT & CERTIFICATION

Module assignments and labs	25%
Mini projects	20%
Internal assessments	15%
Final project and review	40%

CERTIFICATION

Learners who complete all modules, submit the final project and clear the review receive a course completion certificate from Kaizen Infinities Private Limited. Project work is documented for the learner's portfolio, and interview preparation is included in the closing sessions.

05 CAREER OUTCOMES

ROLES THIS PROGRAMME PREPARES FOR

AI MARKETING SPECIALIST

MARKETING TECHNOLOGIST

CONTENT OPERATIONS LEAD

GROWTH MARKETER

MARKETING CONSULTANT

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