



LUMS^X



AI for Marketing Professionals: From Strategy to Execution

LIVE ONLINE

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LUMSx is the center for online learning and professional development at LUMS. We extend LUMS' excellence in teaching and research beyond its borders by leveraging technology and innovative pedagogy. Our courses aim to bridge critical knowledge & skill gaps for Pakistani learners and to meet their diverse learning needs, we offer **Self-Paced Courses, Hybrid (Online-Cohort) Courses, Synchronous (Live-Online) Courses, and Free Open Online Courses** (OpenCourseWare). We intend to harness technology for enhancing access, improving educational quality, and amplifying education's impact.



Course Format: Live Online

Language: English

Duration: 6 Weeks

Note: For more details about the dates and pricing, please visit our website



[VISIT COURSE PAGE](#)

ABOUT THIS COURSE

Artificial Intelligence is transforming every aspect of modern marketing, from understanding consumers and analysing markets to developing campaigns, creating content, and measuring business performance.

AI for Marketing Professionals: From Strategy to Execution is a hands-on, instructor-led course designed for marketing professionals who want to leverage AI as a strategic business tool rather than simply learn individual AI applications.

Over six weeks, participants will explore **how AI can be integrated across the end-to-end marketing process**, including market research, consumer insights, brand strategy, campaign planning, content creation, trade marketing, and marketing analytics.

Through practical exercises, real-world case studies, and exposure to leading AI platforms, participants will learn to improve productivity, enhance decision-making, and deliver stronger marketing outcomes while adopting AI responsibly and ethically.

By the end of the course, participants will have developed **a practical AI toolkit and a repeatable workflow** that enables them to work smarter, make faster data-driven decisions, and create greater value for their organizations.

What Will You Learn:

By the end of this course, you will be able to demonstrate the following learning outcomes:

- Use AI across the complete marketing planning process
- Conduct market research using AI
- Generate consumer insights
- Build marketing strategies
- Develop campaigns faster
- Create high-quality marketing content
- Build presentations in minutes
- Analyse competitors
- Develop brand positioning
- Create shopper marketing plans
- Use AI responsibly and ethically

MEET YOUR INSTRUCTOR



Course Instructor

SAADI RAUF

*Group Head of Marketing
(Trade, Category & Shopper),
Al Ain Farms,
Abu Dhabi*

Saadi Rauf brings over **18 years of global corporate experience** spanning the **GCC, North America, South Asia, and the UK**. He has worked with, and consulted for, a wide range of leading organizations in **FMCG, Telecom, Government sector, Banking, IT, Pharma, and the Services sector**, helping them drive growth, innovation, and transformation.

His core areas of expertise include:

- **AI-fluency**
- **Digital Transformations**
- **Business Strategy**
- **Brand Management**
- **Advertising**

Alongside his industry roles, Saadi has been deeply involved in academia for more than a decade. Since 2014, he has taught at prestigious institutions such as **LUMS, KSBL, FAST, and IQRA University**, engaging MBA, Executive MBA, and business professionals through dynamic, real-world-focused instruction.

With a unique blend of strategic insight and practical experience, Saadi equips learners to navigate the evolving landscape of **AI and marketing** with confidence and clarity.

COURSE OUTLINE

Module	Key Topics
Module 1: Introduction Session	Session 01 - Ice Breaker • Evolution of AI • Generative AI vs Predictive AI • How marketers are using AI today • AI across the marketing funnel • AI myths vs reality • Building an AI-first marketing mindset • Replacement Fear from AI Class Activity: • Participants map their daily tasks and identify which can be automated.
Module 2: High-Quality AI Prompts	Session 02 - Prompt Engineering for Marketers • Anatomy of a great prompt • Role prompting • Context prompting • Chain prompting • Iterative prompting • Prompt libraries Class Activity: • Turn one-page marketing briefs into high-quality AI prompts. • Tools: ChatGPT / Claude / Gemini / Perplexity
Module 3: Market Research in the AI Era	Session 03 - Market Research with AI • Desk research • Market sizing • Competitor benchmarking • Trend analysis • Retail intelligence • Industry reports Class Activity • Conduct research on a beverage category.

COURSE OUTLINE

Module	Key Topics
Module 4: Consumer DNA	Session 04 - Crafting High-Quality Consumer Insights • Building personas • Customer pain points • Consumer journey mapping • Voice of customer analysis • Review mining Class Activity: • Generate personas for three different consumer segments.
Module 5: Brand & Strategy at the Crossroads	Session 05 - AI for Brand & Strategy • Positioning • Value proposition • Brand architecture • Messaging hierarchy • Brand personality • Brand purpose Content: • Regional & Global Case Studies
Module 6: Campaign Execution Deep Dive	Session 06 - Campaign Planning • Campaign objectives • Consumer funnel • Channel planning • Media mix • Shopper journey • Budget allocation Class Activity • How to Create a 360° Campaign in 45 Minutes

COURSE OUTLINE

Module	Key Topics
Module 7: The World of Content	Session 07 - AI for Content Creation • Content pillars • Editorial calendars • SEO • Social media planning • Storytelling • Brand voice Class Activity: • Case Study: Buy with Your Time • Mini Project & Class Exercise
Module 8: Content Production	Session 08 - Creative Production • Text Generation • Image Generation • Video Generation • Presentation Design • Audio • Visual Storytelling Tools • ChatGPT / Midjourney / Adobe Firefly / Canva AI / Gamma / Runway
Module 9: AI for Market Execution	Session 09 - Trade Marketing & Shopper Marketing • Promotion planning • Retail execution • Category management • Planograms • Shopper insights • POSM concepts • Retail activation • Sales presentations Class Activity • Develop a retailer activation plan.

COURSE OUTLINE



Module	Key Topics
Module 10: KPIs and Dashboards	Session 10 - Marketing Analytics • Dashboard creation • KPI tracking • Campaign evaluation • Consumer feedback analysis • Excel with AI • PowerPoint automation Class Activity: • Review Common Tools • Mini Project & Class Exercise • Tools: ChatGPT / Claude
Module 11: How All Elements Come Together	Session 11 - Building an AI Marketing Workflow • Participants create an AI workflow for their own organization.

COURSE OUTLINE



Assessments/Graded Components

- Active class participation will form an integral part of grading.
- Capstone project to provide participants an opportunity to work as groups and synergize the course learnings in a practical environment.

Activities for Engagement

Teaching Methodology for the course will include a mixed set of elements to keep the audience engaged.

Instructor will use a mix of theoretical & interactive content, involving the use of:

1. Videos and visual presentations
2. Real-world case studies
3. Practical exercises
4. Class activities
5. Interactive discussions
6. Student engagement through comments and experiences

Keeping videos on will be essential for participation and for receiving the course certificate.

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[ENROLL NOW](#)

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