

MARKETING & COMMUNICATION | COURSE BROCHURE

AI-Powered Marketing and Content Creation

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Generative AI and machine learning are transforming how marketing teams research audiences, create content, personalise campaigns and measure results. This course gives marketers practical, hands-on experience using AI tools across the marketing process, from insight and strategy to copywriting, visual content, SEO, campaign optimisation and analytics. Participants also learn how to protect brand voice, check accuracy, respect copyright and data protection, and set governance rules for responsible AI use in marketing teams.

AI can multiply a marketing team's output, but poorly managed use can damage brand trust and create legal risks. This course shows you how to use AI tools productively and responsibly, with workflows and prompts you can apply immediately in your marketing role.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

The course is highly practical, with hands-on AI tool exercises, prompt-writing workshops, campaign case studies, brand governance discussions and a capstone AI-assisted campaign plan.

Course objectives

By the end of this course, participants will be able to:
• Explain how AI is changing marketing strategy and execution
• Use generative AI for research, copywriting and visual content
• Apply AI to SEO and search visibility, including AI search engines
• Personalise and optimise campaigns using AI and analytics
• Protect brand voice, accuracy, copyright and data privacy
• Create AI usage guidelines and workflows for a marketing team



Course content

Target audience

This course is suitable for:

- Marketing managers and executives
- Content, social media and digital marketing professionals
- Brand and communications managers
- Marketing analysts
- Business owners and entrepreneurs

Target competencies

Participants will develop competencies in:

- AI-assisted content creation
- Prompt engineering for marketing
- AI and search optimisation
- Campaign personalisation
- Marketing analytics
- Responsible AI use

Course outline

Day 1: AI in Modern Marketing

09:00–09:54	How AI is transforming marketing functions
09:54–10:48	Overview of AI tools for marketers
10:48–11:00	Opportunities, limits and risks
11:00–11:30	**Coffee break**
11:30–12:12	Opportunities, limits and risks (continued)
12:12–13:06	Building an AI-ready marketing team
13:06–14:00	Exercise: Mapping AI opportunities in your marketing process

Day 2: Insight and Strategy with AI

09:00–09:54	AI-supported market and competitor research
09:54–10:48	Audience insight and persona development
10:48–11:00	Social listening and sentiment analysis



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11:00–11:30	**Coffee break**
11:30–12:12	Social listening and sentiment analysis (continued)
12:12–13:06	Validating AI-generated insight
13:06–14:00	Workshop: Building an AI-assisted marketing brief

Day 3: Content Creation at Scale

09:00–09:54	Prompt techniques for copywriting
09:54–10:48	Brand voice guides for AI tools
10:48–11:00	Creating images, video and presentations with AI
11:00–11:30	**Coffee break**
11:30–12:12	Creating images, video and presentations with AI (continued)
12:12–13:06	Editing, fact-checking and quality control
13:06–14:00	Lab: Producing a multi-channel content set

Day 4: Search, Personalisation and Optimisation

09:00–09:54	SEO and visibility in AI-powered search
09:54–10:48	Personalisation and dynamic content
10:48–11:00	Email and advertising optimisation
11:00–11:30	**Coffee break**
11:30–12:12	Email and advertising optimisation (continued)
12:12–13:06	Testing and performance analysis
13:06–14:00	Case study: AI-driven campaign optimisation

Day 5: Responsible AI Marketing

09:00–09:54	Copyright, intellectual property and disclosure
09:54–10:48	Data protection and consent
10:48–11:00	Bias and brand safety



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11:00–11:30	**Coffee break**
11:30–12:12	Bias and brand safety (continued)
12:12–13:06	Governance, policies and approval workflows
13:06–14:00	Capstone: AI-assisted campaign plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	9 Nov 2026	13 Nov 2026	**€3,150.-**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.-**
Frankfurt Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,650.-**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.-**
Rome Confirmed dates	30 Nov 2026	4 Dec 2026	**€2,450.-**
Online Confirmed dates	30 Nov 2026	4 Dec 2026	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Kuala Lumpur Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,450.-**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.-**
Paris Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,860.-**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.-**
Istanbul Confirmed dates	11 Jan 2027	15 Jan 2027	**€2,650.-**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.-**
Amsterdam Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,540.-**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.-**
Singapore Confirmed dates	8 Feb 2027	12 Feb 2027	**€2,820.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.–**
London Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,450.–**
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.–**
Cape Town Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,890.–**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.–**
Dubai Confirmed dates	8 Mar 2027	12 Mar 2027	**€3,150.–**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.–**
Frankfurt Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,650.–**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Kuala Lumpur Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,450.–**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.–**
Vienna Confirmed dates	19 Apr 2027	23 Apr 2027	**€2,940.–**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.–**
Paris Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,860.–**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.–**
Istanbul Confirmed dates	10 May 2027	14 May 2027	**€2,650.–**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.–**
Amsterdam Confirmed dates	24 May 2027	28 May 2027	**€2,540.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.–**
Singapore Confirmed dates	14 Jun 2027	18 Jun 2027	**€2,820.–**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.–**
London Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,450.–**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.–**
Cape Town Confirmed dates	28 Jun 2027	2 Jul 2027	**€1,890.–**
Online Confirmed dates	28 Jun 2027	2 Jul 2027	**€1,250.–**
Dubai Confirmed dates	12 Jul 2027	16 Jul 2027	**€3,150.–**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Frankfurt Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,650.-**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,450.-**
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Paris Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,860.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Rome Confirmed dates	30 Aug 2027	3 Sept 2027	**€2,450.-**
Online Confirmed dates	30 Aug 2027	3 Sept 2027	**€1,250.-**
Istanbul Confirmed dates	13 Sept 2027	17 Sept 2027	**€2,650.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**
Amsterdam Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,540.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Singapore Confirmed dates	11 Oct 2027	15 Oct 2027	**€2,820.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**
Barcelona Confirmed dates	18 Oct 2027	22 Oct 2027	**€2,840.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.-**
London Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,450.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	8 Nov 2027	12 Nov 2027	**€3,150.–**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.–**
Frankfurt Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,650.–**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,450.–**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.–**
Paris Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,860.–**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.–**



Course content

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online