

MARKETING & COMMUNICATION | COURSE BROCHURE

Marketing Analytics with AI Tools

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

AI tools are transforming how marketers analyse data, segment customers and predict behaviour. This course shows marketers how to use AI-powered analytics: preparing marketing data, AI-assisted analysis and reporting, predictive segmentation and churn models, sentiment analysis, generative AI for insights and responsible use of customer data.

Marketers who use AI analytics make faster, sharper decisions. You will learn practical AI techniques without needing to code.

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

Hands-on exercises with AI analytics tools, case studies and responsible-use discussions.

Course objectives

By the end of this course, participants will be able to:
- Prepare marketing data for analysis
- Use AI assistants for analysis and reporting
- Apply predictive segmentation and propensity models
- Analyse sentiment and open-text feedback
- Generate insights and recommendations with AI
- Use customer data responsibly

Target audience

This course is suitable for:
- Marketing analysts
- Digital and CRM marketers
- Marketing managers
- Insight professionals
- Data-curious marketers



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Target competencies

Participants will develop competencies in:

- Data preparation
- AI-assisted analysis
- Predictive segmentation
- Text analytics
- Responsible data use

Course outline

Day 1: AI in Marketing Analytics

09:00–10:08	Use cases
10:08–11:00	Tools landscape
11:00–11:30	**Coffee break**
11:30–11:45	Tools landscape (continued)
11:45–12:53	Data foundations
12:53–14:00	Exercise

Day 2: AI-Assisted Analysis

09:00–10:08	Prompting for analysis
10:08–11:00	Automated reporting
11:00–11:30	**Coffee break**
11:30–11:45	Automated reporting (continued)
11:45–12:53	Validation
12:53–14:00	Hands-on

Day 3: Predictive Models

09:00–10:08	Segmentation
10:08–11:00	Propensity and churn
11:00–11:30	**Coffee break**



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11:30–11:45	Propensity and churn (continued)
11:45–12:53	Interpreting models
12:53–14:00	Exercise

Day 4: Text and Sentiment

09:00–10:08	Reviews and social data
10:08–11:00	Sentiment analysis
11:00–11:30	**Coffee break**
11:30–11:45	Sentiment analysis (continued)
11:45–12:53	Themes
12:53–14:00	Workshop

Day 5: Responsible Use

09:00–10:08	Privacy
10:08–11:00	Bias
11:00–11:30	**Coffee break**
11:30–11:45	Bias (continued)
11:45–12:53	Analytics roadmap
12:53–14:00	Action 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.



Course content

Dates, venues and fees

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

Venue	Start date	End date	Fee (EUR)
Barcelona Confirmed dates	16 Nov 2026	20 Nov 2026	**€2,840.–**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.–**
Rome Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,450.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.–**
Dubai Confirmed dates	11 Jan 2027	15 Jan 2027	**€3,150.–**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.–**
Cape Town Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,890.–**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.–**
Istanbul Confirmed dates	15 Feb 2027	19 Feb 2027	**€2,650.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.–**
Vienna Confirmed dates	8 Mar 2027	12 Mar 2027	**€2,940.–**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.–**
Barcelona Confirmed dates	29 Mar 2027	2 Apr 2027	**€2,840.–**
Online Confirmed dates	29 Mar 2027	2 Apr 2027	**€1,250.–**
Cape Town Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,890.–**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.–**
Amsterdam Confirmed dates	10 May 2027	14 May 2027	**€2,540.–**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Vienna Confirmed dates	24 May 2027	28 May 2027	**€2,940.-**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.-**
Rome Confirmed dates	14 Jun 2027	18 Jun 2027	**€2,450.-**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.-**
Cape Town Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,890.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.-**
Dubai Confirmed dates	26 Jul 2027	30 Jul 2027	**€3,150.-**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**
London Confirmed dates	16 Aug 2027	20 Aug 2027	**€2,450.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Frankfurt Confirmed dates	30 Aug 2027	3 Sept 2027	**€2,650.-**
Online Confirmed dates	30 Aug 2027	3 Sept 2027	**€1,250.-**
London Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,450.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Dubai Confirmed dates	11 Oct 2027	15 Oct 2027	**€3,150.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,450.-**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Paris Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,860.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.-**
Rome Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,450.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.-**

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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