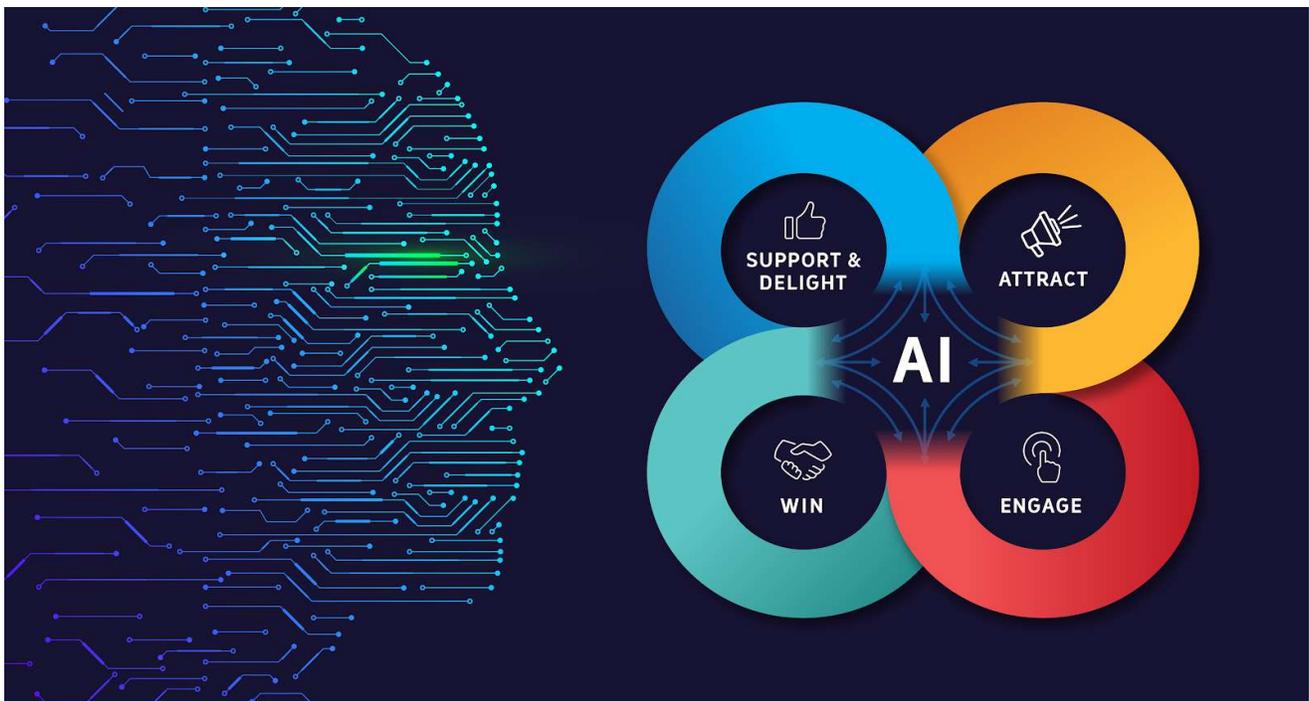


"People don't buy what you do; they buy why you do it." – Simon Sinek

Introduction to Generative Artificial Intelligence for Marketers from concepts to ideas



**An offer from Belstar Training Centre
in collaboration
Koenig-Solutions Pvt Ltd**

On Wednesday 17th September and Thursday 18th September 2025

13.30 -17.30 (Mauritius time) (breaks included)

Duration 8 hrs (two sessions of 4 hrs) | MQA NAW/8750/2025

Participation Fees Rs 23,500 subject to Early Bird Discount ("EBD") of Rs 3 500
EDB applies to Registration received and settled by 31st August 2025 at latest

COURSE BACKGROUND

This course explores how Artificial Intelligence is revolutionizing modern marketing strategies. Through a practical, tool-based approach (no coding required), participants will learn how AI enhances customer segmentation, predictive analytics, content creation, personalization, automation, and performance tracking.

Through a blend of industry trends with real-world use cases this course provides actionable insights into strategic marketing applications.

DESIRED PROFILE OF PARTICIPANTS

- Basic understanding of marketing principles
- Familiarity with digital marketing concepts
- Interest in AI-driven technologies

THE TRAINER

Mr. Tata Subramanian

Mr. Tata Subramanian is since August 2024 a Corporate Trainer at Koenig Solutions supporting its extensive learner network in India and overseas.

His strong technical expertise in Analytics together with his proven experience and ability to engage learners from diverse backgrounds have greatly contributed to the success of training programs offered by Koenig Solutions Pvt Ltd.

Initially focused on Tableau and Power BI, his portfolio has expanded to reflect the growing demand for AI-driven marketing skills.

Successful completion will prepare participants for the next leg of the journey in October 2025:

Advanced Generative AI for marketers
(from ideas to Innovations)

COURSE CONTENTS

DAY 1 (4 hours)

1. Module 1 – AI-Driven Customer Segmentation

Subtopics:	Learning Outcomes:
<ol style="list-style-type: none"> 1. Introduction to customer segmentation 2. Traditional vs AI-driven segmentation 3. Using AI tools for segmentation 	<ol style="list-style-type: none"> 1. Understand the fundamentals of customer segmentation. 2. Identify how AI improves the accuracy and depth of segmentation. 3. Interpret AI-generated segments for marketing decisions.

2. Module 2 – Predictive Analytics in Marketing

Subtopics:	Learning Outcomes:
<ol style="list-style-type: none"> 1. Introduction to predictive analytics. 2. Types of marketing predictions (e.g., churn, conversion, lifetime value). 3. Using platforms with built-in predictive analytics. 4. Interpreting and acting on predictions. 	<ol style="list-style-type: none"> 1. Understand how predictive analytics guides marketing strategies. 2. Recognize the types of predictions AI can generate. 3. Translate predictions into actionable marketing tactics.

DAY 2 (4 hours)

3. Module 3 - Content Creation and Optimization Using AI

Subtopics:	Learning Outcomes:
<ol style="list-style-type: none"> 1. Introduction to AI in content marketing. 2. Tools for AI-generated content.(ChatGPT, Jasper, Copy.ai). 3. AI for SEO optimization. 4. Content personalization using AI 5. Image and video content generation (Microsoft designer, Canva). 	<ol style="list-style-type: none"> 1. Understand how AI can assist and accelerate content creation. 2. Use AI tools to generate and optimize written and visual content. 3. Evaluate content performance using AI analytics.

Register Here

MQA Approval