

Paper Name -AI Advantage Sales & Marketing Professional Certification Programme

Paper Code –

VOC157

Course Objective –

This programme aims to prepare students with the necessary skills and understanding to excel in the AI-powered sales and marketing domain, fostering AI literacy and the ability to leverage AI technologies for business success and a competitive edge.

Course Content -

Unit - 1 Theory

AI fundamentals. ChatGPT Basics. Prompting in AI systems. Learning prompt engineering. Contextual prompting. Professional image and video generation. Understanding social media marketing. Predictive analysis using AI. Role of AI in lead generation. AI-powered CRM function. Product description in E-commerce. Dynamic pricing optimisation. Ethical considerations in Sales and Marketing. Soft skills.

Unit - 2 Theory/ Practical

Types of chatbot and how these help in automating a sales function. Sales process automation to reduce manual work. AI tools to for smart working in sales and marketing. Balancing the significance of developing relationships versus automating the sales process.

Unit - 3 Practical

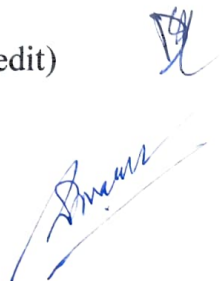
Utilising AI tools for project management and collaboration, guiding a live project from conception to completion.

Unit - 4 Practical

Email marketing fundamentals and Email marketing application. Email marketing application using AI tools. AI lead generation through AI tools.

Total weightage of Theory - 40% of marks, 15 hours (1 Credit)

Total weightage of Practical - 60% of marks, 30 hours + 30 hours (2 Credit)





Practicum Work -

At least 4 activities should be given. Two activities will be selected by the students for their assessment of Practicum Work.

ACTIVITY 1: Students will make a sales forecasting model using time series analysis.

ACTIVITY 2: Students will create chatbot to automate product information function.

ACTIVITY 3: Students will develop a pitch deck presentation and other marketing material for the launch of a Startup product.

ACTIVITY 4: Students will utilise AI tools to analyse customer data and segment them based on various attributes such as demographics, purchasing behaviour and preferences to develop targeted marketing strategies tailored to each segment.

Learning Outcomes –

Practical understanding of sales and marketing concepts. Understanding of E-commerce business. Understanding the chatbots. Strategic insights. Practical experience. Personal growth. Increased professional prospects. Soft skills development. Improved productivity.

Job Prospects-

The course equips students with AI tools and specialised skills fostering adaptability and innovation in an increasingly AI-driven industry. This proficiency provides a competitive edge and opens doors to diverse career opportunities beyond traditional roles by enhancing job prospects and industry insights.

Skill Partner-

SNS Innovation Labs Pvt. Ltd.

Suggested Reading –

1. AI for Marketing and Product Innovation by A. Parasuraman and Dhruv Grewal
2. Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die by Eric Siegel
3. Exploring AI Tools: A Comprehensive Guide To ChatGPT And Beyond by Satyen Srivastava

