

Academy of Marketing Science

Upcoming Webinar: April 11, 2024 | 11 a.m.ET

**How to Integrate AI into Marketing Education**

*Guest Speakers*

**Dana Harrison**  
East Tennessee State University

**Maria Petrescu**  
Embry-Riddle Aeronautical University

**John Hadjimarcou**  
The University of Texas at El Paso

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**Sparking creativity using AI with limits?**

John Hadjimarcou  
Woody L. Hunt College of Business  
The University of Texas at El Paso

2



## The “average” creativity has gone up dramatically

- Teaching marketing and asking students to be creative has usually been one of my most dreaded experiences as a teacher
  - Can you give us examples?
- AI can generate hundreds of ideas in seconds and can modify them based on the prompts that we provide.
- Allows students to focus on the “marketing” of the ideas instead of the painful and often unsuccessful process of generating one “good” idea.
- What is the key: teaching students to use the proper context and provide the best prompts to extract this information
- You can also ask them to choose the top 5 ideas and elaborate on why they chose the best one.

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## Assignment policies to encourage use and discourage misuse

- Consider the following before you decide about the use of AI in your classes:
  - AI detection tools are not fool-proof; they are getting better
  - Are you willing to take a chance to accuse a student falsely?
  - Consider the benefits vs. costs
  - Does AI diminish what we learn, or does it amplify our learning?
  - AI can do all writing assignments better than most humans.
  - Will my students be at a disadvantage if they do not learn how to use AI?

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## Considerations for Policy Options

- If you decide to allow students to use AI:
  - Appeal to their good nature by discussing issues such as integrity, trust, respect, and accountability
  - Engage them in the creation of a policy
  - Avoid using the use of AI to create a sense of fear and intimidation
  - Encourage students to disclose fully how they used AI and what they learned from it
  - Ultimately, is a paper mill better than using AI as long as you are fully aware of its use?

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## Other resources you might want to check out

- Recommended new book: Teaching with AI by Jose Antonio Bowen and C. Edward Watson (2024), Johns Hopkins University Press
- [teachnaked.com/prompts](https://teachnaked.com/prompts)
- [Huggingface.co/chat](https://huggingface.co/chat)
- Teaching-related AI applications: tutoring, syllabus development, exam creation, grading, synthesizing, reviewing, example generation, summarizing, criticizing, OER materials
- Tutoring: AI Tutor ([aitutorpro.ca](https://aitutorpro.ca)), CoachTutor ([poe.com/CoachTutor](https://poe.com/CoachTutor)), Maizey (Univ of Michigan)

Hello, I'm Claude.

I'm a next generation AI assistant built for work and trained to be safe, accurate, and secure.


I'd love for us to get to know each other a bit better.

Nice to meet you, I'm...  
Enter your full name

Send ↑



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**EAST TENNESSEE STATE UNIVERSITY**

Dana E. Harrison, D.B.A.  
Department Chair, Management, Marketing and Supply Chain  
Director of MBA Programs  
Associate Professor of Marketing

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### Benefits of GenAI





Practice and Research

<p><b>"Will not consider applicants in 2-3 years that don't know how to use AI to augment work."</b></p> <p>Chief HR Officer, CMO, and more</p>	<p><b>"BCG survey of CMO officers discovered 2/3 were exploring GenAI for personalization and 1/2 were exploring for content generation."</b></p> <p>Alavi &amp; Westerman, 2023</p>	<p><b>"AI won't replace you, but a person using AI will."</b></p> <p>Unknown</p>
<p><b>"80% of Fortune 500 companies already have employees using ChatGPT for work."</b></p> <p>ChatGPT, 2024</p>	<p><b>"93% of CMOs reporting positive or very positive improvements in how they organize their work"</b></p> <p>BCG, 2023</p>	<p><b>"Executives surveyed during a 2023 Gartner AI webinar say that the marketing function is second only to IT in its adoption or intent to adopt GenAI solutions."</b></p> <p>Gartner, 2023</p>

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## Benefits of Gen AI


Practice and Research

<h3>Improves Performance</h3>  <p>ChatGPT in current form <b>improves performance</b> by 40%. (Dell'Acqua et. al., 2023)</p>	<h3>Increases Task Completion</h3>  <p>12% increase <b>task completion</b>. (Dell'Acqua et. al., 2023)</p>
<h3>Reduces Skill Disparity</h3>  <p>"Bottom half skill performers exhibited <b>most substantial surge in performance</b> (43%), compared to the top half skill subjects (17%)." (Dell'Acqua et. al., 2023)</p>	<h3>Reduced Divergence</h3>  <p>When users over rely on AI, the <b>divergence of ideas drops</b> by 40%. (Dell'Acqua et. al., 2023)</p>

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## Use Cases

Industry

 <b>Advertising Content Creation</b>	 <b>Understanding Touchpoints</b>
 <b>Sales Outcomes</b>	 <b>Performance Feedback</b>
 <b>Product Development</b>	 <b>Customer Segmentation</b>
 <b>Data Analysis</b>	 <b>Image Creation</b>

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## Use Cases

Higher Education



### Student Support & Retention

- Personalized Content Tutoring
- Quantitative Troubleshooting
- Writing Support
- Course Q/A



### Faculty Productivity

- Research
- Lesson Plans
- Syllabus Development
- Assignment Ideas
- PPT Outlines
- Curriculum Development



### Student Learning & Productivity

- Brainstorming
- Debate Partner
- Coding
- Feedback & Assessment
- Professional Development

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## University Resources

Teaching Centers



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# Available Resources: ChatGPT

ChatGPT

Explore GPTs

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dana.eckerleharrison@gmail.com

- My plan
- My GPTs**
- Customize ChatGPT
- Settings
- Log out

D Harrison

## My GPTs

+ Create a GPT

Customize a version of ChatGPT for a specific purpose

New GPT

+ Draft

Create

Configure

Create

GPT Builder

Hi! I'll help you build a new GPT. You can say something like, "make a creative who helps generate visuals for new products" or "make a software engineer who helps format my code."

What would you like to make?

Message GPT Builder...

Start by defining your GPT.

Get citation

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# Available Resources: ChatGPT

ChatGPT

Explore GPTs

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Add Team workspace

Collaborate on a Team plan

D Harrison

## By ChatGPT

GPTs created by the ChatGPT team

<p style="font-size: 0.8em; margin-top: 0;">1 <b>DALLE</b> Let me turn your imagination into imagery. <small>By ChatGPT</small></p> <p style="font-size: 0.8em; margin-top: 10px;">3 <b>Hot Mods</b> Let's modify your image into something really wild! Upload an image and let's go! <small>By ChatGPT</small></p> <p style="font-size: 0.8em; margin-top: 10px;">5 <b>Coloring Book Hero</b> Take any site and turn it into whimsical coloring book pages. <small>By ChatGPT</small></p>	<p style="font-size: 0.8em; margin-top: 0;">2 <b>Data Analyst</b> Drip in any file and I can help analyze and visualize your data. <small>By ChatGPT</small></p> <p style="font-size: 0.8em; margin-top: 10px;">4 <b>Creative Writing Coach</b> I'm eager to read your work and give you feedback to improve your skills. <small>By ChatGPT</small></p> <p style="font-size: 0.8em; margin-top: 10px;">6 <b>Plenty</b> I'm Plenty, your fun and friendly plant care assistant! Ask me how to best take care of your plants. <small>By ChatGPT</small></p>
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## Productivity

Increase your efficiency

<p style="font-size: 0.8em; margin-top: 0;">1 <b>Canva</b> Effortlessly design anything: presentations, logos, social media posts and more. <small>By canva.com</small></p> <p style="font-size: 0.8em; margin-top: 10px;">3 <b>Diagrams: Show Me</b> Create Diagrams, Architecture Visualizations, Flow-Charts, Mind Maps, Schemes and more. Great for coding... <small>By helpfuldev</small></p> <p style="font-size: 0.8em; margin-top: 10px;">5 <b>WebPilot</b> Search, Browse, Write &amp; Agent. Action &amp; API-Driven <small>By gpts.webpilot.ai</small></p>	<p style="font-size: 0.8em; margin-top: 0;">2 <b>Adobe Express</b> Stand out with Adobe Express. Quickly and easily make impactful social posts, images, videos, flyers, and more. Your use of Adobe... <small>By adobe.com</small></p> <p style="font-size: 0.8em; margin-top: 10px;">4 <b>PDF AI PDF</b> Securely store and chat with ALL your PDFs for FREE, no matter the size. Free Chrome extension to save your GPT chats. Pro... <small>By myaldrive.com</small></p> <p style="font-size: 0.8em; margin-top: 10px;">6 <b>Video GPT by VEED</b> AI Video-Maker: Generate videos for social media - YouTube, Instagram, TikTok and more! Free text to video &amp; speech tool wit... <small>By veed.io</small></p>
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## Research & Analysis

Find, evaluate, interpret, and visualize information

<p style="font-size: 0.8em; margin-top: 0;">1 <b>Consensus</b> Your AI Research Assistant. Search 200M+ academic papers from Consensus, get science-based answers, and draft content... <small>By consensus.app</small></p> <p style="font-size: 0.8em; margin-top: 10px;">3 <b>Scholar AI</b> AI Scientist - search and analyze text, figures, and tables from 200M+ research papers and books to generate new... <small>By scholar.ai</small></p> <p style="font-size: 0.8em; margin-top: 10px;">5 <b>Ask Your PDF Research Assistant</b> Free Chat Unlimited PDFs, Access 400M+ Papers (PubMed, Nature, Arxiv, etc). Analyse PDF. Unlimited PDFs). Generate... <small>By askyourpdf.com</small></p>	<p style="font-size: 0.8em; margin-top: 0;">2 <b>Scholar GPT</b> Enhance research with 200M+ resources and built-in critical reading skills. Access Google Scholar, PubMed, JSTOR, Arxiv, an... <small>By awesomegpt.ai</small></p> <p style="font-size: 0.8em; margin-top: 10px;">4 <b>Wolfram</b> Access computation, math, curated knowledge &amp; real-time data from WolframAlpha and Wolfram Language... <small>By gpt.wolfram.com</small></p> <p style="font-size: 0.8em; margin-top: 10px;">6 <b>Finance Wizard</b> I predict future stock market prices. AI analyst. Your trading analysis assistant. Press it to bring up prompt hot key menu... <small>By titantrades.com</small></p>
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## Education

Explore new ideas, revisit existing skills

<p style="font-size: 0.8em; margin-top: 0;">1 <b>math</b> The worlds most powerful math tool. <small>By pulsr.co.uk</small></p> <p style="font-size: 0.8em; margin-top: 10px;">3 <b>Math Solver</b> Your advanced math solver and AI Tutor, offers step-by-step answers, and helps you learn math and even all subjects, at any... <small>By studyx.ai</small></p> <p style="font-size: 0.8em; margin-top: 10px;">5 <b>Voxscript</b> Quick YouTube, US equity data, and web page summarization with vector transcript search--no logins needed. <small>By Alltime Technologies, LLC</small></p>	<p style="font-size: 0.8em; margin-top: 0;">2 <b>Universal Primer</b> The fastest way to learn anything. <small>By runway.com</small></p> <p style="font-size: 0.8em; margin-top: 10px;">4 <b>Tutor Me</b> Your personal AI tutor by Khan Academy! I'm Khanmigo Lite - here to help you with math, science, and humanities questions. L... <small>By khanacademy.org</small></p> <p style="font-size: 0.8em; margin-top: 10px;">6 <b>physics</b> Physics Oracle. The worlds most powerful Physics tool V2.3 <small>By pulsr.co.uk</small></p>
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## Available Resources: ChatGPT

**COURSE**  
**Generative AI in Learning and Development**  
 LinkedIn · By: Dr. Terri Horton · Aug 2023  
 Certificate Eligible · 4.6 ★★★★★ (1,157) · 25,352 learners

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**COURSE**  
**Introduction to Artificial Intelligence**  
 LinkedIn · By: Doug Rose · Mar 2023  
 Certificate Eligible · 4.7 ★★★★★ (22,300) · 412,862 learners

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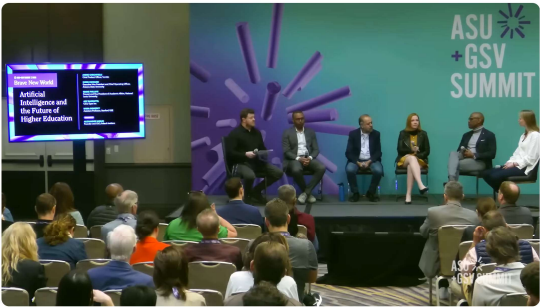
**COURSE**  
**Nano Tips For Marketing Using AI Tools with Sam Dey**  
 LinkedIn · By: Sam Dey · 2 months ago  
 4.7 ★★★★★ (24)

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**VIDEO**  
**Introduction to ChatGPT and AI for marketers**  
 LinkedIn · Updated 2 months ago · From the course: Nano Tips for Using ChatGPT for Marketer...  
 1,045 learners · Skills: Artificial Intelligence for Business, Digital Marketing

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**COURSE**  
**Elevate Your Business Branding with Generative AI**  
 LinkedIn · By: Dustin York and Madecraft · 4 months ago  
 4.6 ★★★★★ (102) · 3,535 learners



**Artificial Intelligence and the Future of Higher Education**

Teachers Learners Parents Districts Pricing FAQ [Get Khanmigo](#)

Teachers Learners Parents

**Supercharge your teaching experience with Khanmigo**

Meet Khanmigo, your go-to AI tool for learning and teaching. Now just \$4/month.\*

[Get Khanmigo](#)

Can you help me create a 6th grade geometry lesson plan?

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## Integrating AI into Marketing Curriculum: Challenges


**Syllabus Ethics and Use Statement Example 1: [Shorter Statement](#)**


Use ChatGPT as a learning assistant, not as a crutch. If you use it, cite it at the top of your code. You are responsible to make sure that any code or content does what it is supposed to do and says what you want it to say. Don't accept anything it generates at face value without checking it critically. These days potential employers will expect you to know how to use tools like ChatGPT to generate code, so it is a skill we need to teach you. If it helps you learn some things faster, GREAT because we can spend class time on more interesting topics. Just remember: If you REALLY want to be good, work for it.


**Syllabus Ethics and Use Statement Example 2: [Longer Statement](#)**


### Mitigating Disruptions

- 

**Preserve critical thinking** through balanced integration.
- 

Introduce **ethical considerations**.
- 

Develop skills to **interact with prompts**.
- 

Develop skills to **interact with hallucinations**.
- 

**False positives** through TurnItIn.

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### Integrating AI into Marketing Curriculum: Opportunities

START SMALL	GO BIG
<b>Chat with Syllabus</b> Upload your syllabus and create a personal GPT.	<b>Personalized Tutoring</b> Create a personalized tutor by feeding ChatGPT open source documents and instructor produced content.
<b>Trial/Error</b> Allow students to troubleshoot Python code using ChatGPT.	<b>Data Analysis</b> Allow students to conduct a regression analysis with a small dataset in ChatGPT and another program to compare results.
<b>Writing Support</b> Allow students to use ChatGPT to refine integrated marketing communications.	<b>Product Development</b> Create an assignment similar to the one in the working article from BCG and Harvard.



### Integrating Marketing into Curriculum: Opportunities

**QUESTIONS?**

Dana E. Harrison  
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**Upcoming AI Related Special Issues:**

CFP Online Soon: Marketing Education Review – Special Issue on Artificial Intelligence in Marketing Education Contact Melanie Richards (richardsmb@mail.etsu.edu) or Chelsie Dubay (dubayc@mail.etsu.edu) for more information. Due date is May 2025.  
CFP Online Soon: Journal of Marketing Theory & Practice – Special Issues on Big Data, Analytics and Ethics – contact Dana Harrison for more information. Due date is October 2024.

Journal of Marketing Analytics: <https://resource-cms.springernature.com/springer-cms/rest/v1/content/26953650/data/v1>



**Integrating AI into  
Social Media & Analytics**

Maria Petrescu, Ph.D.  
Embry-Riddle Aeronautical University



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## Issues and objectives

- Thinking critically about generative AI use
- Creative and effective use
- Using generative AI for teaching
- Ethics: bias, accuracy, reliability, plagiarism

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## AI-Powered Content Creation

### **Generative AI for Engaging Content**

Use generative AI models like GPT-4 and DALL-E to assist students in creating captivating social media content. Encourage experimentation with different prompts and techniques while emphasizing brand authenticity and ethics.

### **AI-Driven Content Optimization**

Introduce students to AI-powered tools that analyze performance, identify trends, and suggest effective content formats and posting times. Empower students to refine their strategies for maximum engagement.

### **Ethical Considerations**

Discuss the ethical implications of AI in content creation, including data privacy, transparency, and authenticity. Help students navigate risks and biases associated with AI-generated content.

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Generative Artificial Intelligence (GenAI)

Generative Artificial Intelligence (GenAI) is a technology that possesses the potential to revolutionize our understanding of thinking, knowledge, and truth, albeit in unpredictable ways. To comprehend how GenAI will shape human thinking, it is crucial to engage with it in low-risk environments that allow for risk-taking and creativity. These contexts enable the exploration of the interplay between AI-informed work and existing skills and ideas. Additionally, it is imperative to facilitate dialogue and provide thoughtful feedback on these interactions with GenAI.

You may use generative AI tools like ChatGPT®, Claude®, Perplexity®, Bing Chat®, Bard® (Palm AI, MakerSuite) to assist with scripting your video content. For example, you can use [Social Media Muse](#) for content creation. Compare results with classmates after documenting your prompt wording and AI outputs. Use the Project AI Documentation Grid and discuss the quality of content received from GenAI tools.

Please proceed to the **Discuss** section.

[Fake news on the internet: a literature review, synthe Library](#)

[Empowering Social Media Users to Assess Content H](#)

Please proceed to the **Intro to Social Media Marketin**

- Intro to Social Media Marketing
- Historical Evolution
- Social Media Principles and the Aviation and Aerospace Industries

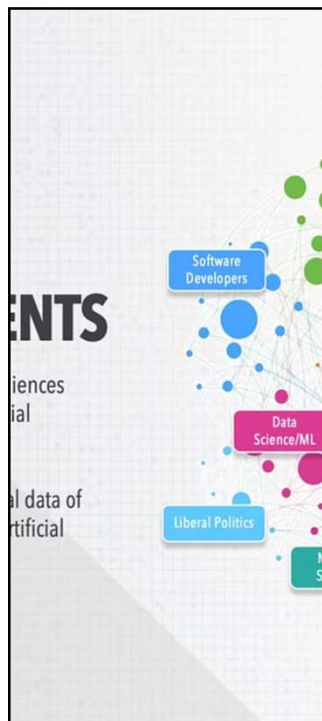
### Additional Resources

Here are additional resources on AI-generated misinformation and disinformation:

- [AI Misinformation: Why It Works and How to Spot It \(CNET\)](#)
- [How Generative AI is Boosting the Spread of Disinformation and Propaganda \(MIT Technology Review\)](#)
- [How AI will Turbocharge Misinformation – And What We Can Do About It \(Axios\)](#)


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## AI for Audience Insights




- 1 Audience Segmentation**  
Use AI-driven techniques to analyze user data and create targeted customer profiles. Craft tailored social media strategies for specific audience segments, fostering engagement and brand loyalty.
- 2 Predictive Analytics**  
Utilize AI-powered predictive analytics to anticipate trends, adapt strategies, and position your brand as a thought leader in the industry.
- 3 Sentiment Analysis**  
Monitor user sentiment on social media using AI-based tools. Gain insights to address pain points and cultivate stronger brand-customer relationships.

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Aeronautical University

### Scenario Prompt

Your team is responsible for the social media marketing of SkyJet Airlines. Over the weekend, a video has gone viral showing a SkyJet flight attendant being rude to a passenger who was asking for water for their child. The video has now been viewed more than 2 million times and is trending on Twitter with the hashtag #SkyJetFail. The crisis has affected public sentiment, and it's your job to manage this crisis effectively.

### Choose Your Path

Immediate Public Apology

Investigate the Incident Internally Before Responding

Wait and Monitor the Situation to Gauge Public Response

▼ Step 3

Third, use a generative AI tool like ChatGPT, Claude, Bing Chat, etc. to generate one sample social media post for each country, demonstrating the cultural differences and trends you found. Include your posts in the discussion answer and explain how each post reflects the cultural insights from your analysis and your recommendations for how a brand should adapt its social media marketing approach when expanding between these two countries.

Please proceed to the **Discuss** section.

► Discuss



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Aeronautical University

# Optimizing Social Media Campaigns

### Automated Content Curation

Introduce students to AI-powered tools that automatically curate and share relevant, high-quality content from various sources. Show how these tools help maintain an active social media presence without manual content creation.

### AI-Driven Advertising

Educate students on AI in social media advertising, including automated ad targeting, dynamic creative optimization, and performance analysis. Empower them to improve the efficiency and effectiveness of their ad campaigns.


### Conversational AI

Introduce students to conversational AI tools like chatbots and virtual assistants in social media. Show how these tools enhance customer service, automate inquiries, and provide personalized experiences.



- **GenAI tools:** You can also use different generative AI tools for this type of analysis, including large models such as [ChatGPT](#), [Perplexity](#), [Q](#), or specialized GenAI assistants and tools, such as Social Insight Analyzer.

You can check the following interactive image to explore what type of content you see in consumer sentiment on social media:



Resources

Here are more resources on social media audits:

- [How to Conduct a Social Media Audit \(HubSpot\)](#)
- [How to Conduct the Ultimate Social Media Audit \[Template Included\] \(Surfer\)](#)

Here are more resources on creating infographics:

- [Infographics \(Microsoft\)](#)
- [Free Infographic Maker \(Canva\)](#)
- [Create Amazing Infographics with ChatGPT, DallE 3, and Canva in Less Than 3 Mins \(Geeky Gadgets\)](#)

**EMBRURY-RIDDLE**  
 Aeronautical University

Reflection: AI in Social Media Engagement

**Overview**

In each module, there will be different forms of reflection assignments. Please consider that reflection is the act of thinking about and analyzing your experiences to make connections, consider the processes, and apply what you have learned to future contexts. Reflection can improve your metacognitive abilities and is needed to be successful in all courses and careers.

This module week, reflect on the potential use of AI in managing and encouraging stakeholder engagement in social media marketing communications.

**Time to Reflect**

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## Measuring Impact

- 1

### AI-Powered Insights

Discover AI-driven analytics tools for deep social media insights. Optimize strategies based on audience behavior, content engagement, and campaign effectiveness.
- 2

### Evaluating AI Biases


Explore potential biases in AI analytics and decision-making tools. Understand their impact on data interpretation and marketing strategies.
- 3


### Measuring ROI

Learn how to measure ROI in AI-integrated social media marketing. Track KPIs, attribute conversions, and demonstrate tangible business impact.



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## Analytics in Strategic Marketing

- Marketing Analytics Tools
- Adaptation to Knowledge Level
- Machine Learning, GAI, Data Analysis, and Coding

T
Tableau
RapidMiner

Marketing Plan Portfolio

Final Submission

Submit your final version of the Marketing Analytics Plan, which also be included in your final portfolio. Incorporate in it the previous work from course checkpoints, with improvements based on the feedback received.

**Final Marketing Analytics Plan**

What you learned and formulated throughout the class, please include in your final marketing analytics plan, including an analysis of your Tableau, RapidMiner, Python... and draw some conclusions


From your previous modules that there are several options to run Python: we discussed options in the textbook and in the case **Specialty Food Online Review: Understanding** textbook course materials. The practice data file is included below, although it also contains data related to the brand included in the term portfolio, such as social media posts.


spaCy library, use the code from the text  
 gensim library, use code in the text  
 textblob library, use code in text  
 vaderSentiment library, use code in text

A wide variety of libraries that can be used for performing sentiment analysis with spaCy, transformers, NLTK, and TextBlob. These libraries provide a wide range of different models such as tokenization, data loading, and model evaluation.

**TextBlob** is a library that provides a simple API for working with text. It uses the nltk library for tokenization and the vaderSentiment library for sentiment analysis. The polarity indicates sentiment, with values from -1 to 1. A value of 0 indicates neutral sentiment, sentiment is measured using three values: negative, positive, and neutral. These three values are combined into one sentiment measure called a "compound score".

- Module 1 Overview and Objectives
- 1.0 Instructor's Corner
- 1.1 Readings and Resources
- 1.2 Analytics Tools
- 1.3 Discussion: Introductions
- 1.4 Perusal: Reflection and Discussion  
Jun 4, 2023 | 100 pts
- 1.5 Assignment: Portfolio Checkpoint 1  
Jun 4, 2023 | 100 pts
- 1.6 Experts' Corner
- Module 1 Wrap-Up





# Innovation with AI

1

### Ideaation and Brainstorming

Use AI-powered tools for creative thinking and innovative social media strategies. Generate unique content ideas, identify trends, and develop standout campaign concepts.

2

### Collaborative Workflows

Integrate AI-powered collaboration tools to streamline processes, enhance communication, and foster cross-functional teamwork. Simplify ideation, content creation, and campaign management.

3

### Experimental Mindset

Encourage an experimental mindset with AI in social media marketing. Continuously test, iterate, and optimize strategies based on AI-driven insights for ongoing improvement.

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- **Content analysis:** AI can help businesses measure the impact and effectiveness and machine learning to track and report various social media metrics, such as conversions, and ROI. [Vista Social](#) is a tool that can connect many social media to provide insights and recommendations based on the performance of each post.

AI in Social Media Marketing Metrics (6:15/ERAU)



- Successfully promote its new A350 XWB aircraft.
- Educational content about aviation and aerospace.

**Instructions**

- **Generative AI introduction:** Use AI to generate a brief introduction of your product or professional profile. Reflect on the output—does it capture the essence of what you wanted to convey?
- **AI-aided platform selection:** Use generative AI tools to analyze the best platforms for your target audience. Document the AI's suggestions and provide a rationale for your final platform selection.
- **AI-generated visuals or descriptions:** Use generative AI tools to do one of the following:
  - Create mock visuals for your campaign.
  - Generate descriptions of potential content pieces.
  - Reflect on the results, making any necessary adjustments to align with your campaign vision.
- **AI-driven interactive elements:** Utilize AI to suggest interactive elements that could be incorporated into your campaign, such as polls, contests, or challenges. Consider the feasibility of these suggestions and choose the ones that best fit your goals.
- **Metrics and AI analytics:** Identify the key metrics you would use to measure the campaign's success. Explore how generative AI can assist in predicting or analyzing these metrics for optimal results.

## Ethical use in class

**Documentation and Reflection Requirements**

Students are expected to document their AI use in writing projects through:

- Appropriate in-text citations and references for AI-generated content
- AI Use Statements noting if and how AI was utilized
- Completion of AI Documentation Grids detailing specific AI interactions

**Project AI Documentation Grid:**

Project stage	List AI use and prompts
<b>Stage one: research and inquiry</b> (e.g research brainstorming, information and data collection, summary, bibliography creation)	
<b>Stage two: project formulation</b> (e.g., project planning, developing outlines and graphics, drafting materials, media creation)	
<b>Stage three: revision</b> (e.g., editing materials, revising language, formatting, proofreading)	



## AI-Powered Future

### 1 Digital Landscape

Integrate AI into social media marketing curricula to equip students with skills to thrive in the digital landscape. Empower students to leverage AI technologies, make data-informed decisions, and drive innovation in their marketing strategies.

### 2 Ethical AI Practices

Address ethical considerations in AI use. Instill strong ethics in students to navigate AI-powered technologies with integrity and safeguard audience trust.

### 3 Future of Digital

Stay ahead of the curve in AI-transformed marketing. Continuously adapt curricula to reflect the latest trends and best practices. Empower students to lead in the evolving world of digital marketing.

**QUESTIONS**

**Maria Petrescu, Ph.D.**  
**petrescm@erau.edu**

Made with Gamma