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

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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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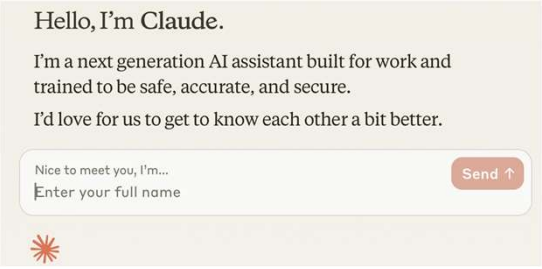
Other resources you might want to check out

- Recommended new book: Teaching with AI by Jose Antonio Bowen and C. Edward Watson (2024), Johns Hopkins University Press
- teachingnaked.com/prompts
- 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), CoachTutor (poe.com/CoachTutor), Maizey (Univ of Michigan)



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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

"**Will not consider applicants** in 2-3 years that **don't know how to use AI to augment work**."

Chief HR Officer, CMO, and more

"BCG survey of CMO officers discovered **2/3 were exploring GenAI for personalization** and **1/2 were exploring for content generation**."

Alavi & Westerman, 2023

"AI won't replace you, but a **person using AI will**."

Unknown

"**80% of Fortune 500 companies** already have employees using ChatGPT for work."

ChatGPT, 2024

"**93% of CMOs reporting positive** or very positive **improvements** in how they organize their work"

BCG, 2023

"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."

Gartner, 2023

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Benefits of Gen AI

Practice and Research

Improves Performance

ChatGPT in current form **improves performance** by 40%. (Dell'Acqua et. al., 2023)

Increases Task Completion

12% increase **task completion**. (Dell'Acqua et. al., 2023)

Reduces Skill Disparity

"Bottom half skill performers exhibited **most substantial surge in performance** (43%), compared to the top half skill subjects (17%)." (Dell'Acqua et. al., 2023)

Reduced Divergence

When users over rely on AI, the **divergence of ideas drops** by 40%. (Dell'Acqua et. al., 2023)

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Use Cases

Industry

- **Advertising Content Creation**
- **Sales Outcomes**
- **Product Development**
- **Data Analysis**
- **Understanding Touchpoints**
- **Performance Feedback**
- **Customer Segmentation**
- **Image Creation**

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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

UF UNIVERSITY of FLORIDA

IOWA

USC University of Southern California

VANDERBILT

STANFORD GRADUATE SCHOOL OF BUSINESS | Teaching and Learning Hub

HARVARD UNIVERSITY

THE UNIVERSITY of MISSISSIPPI

Northwestern University

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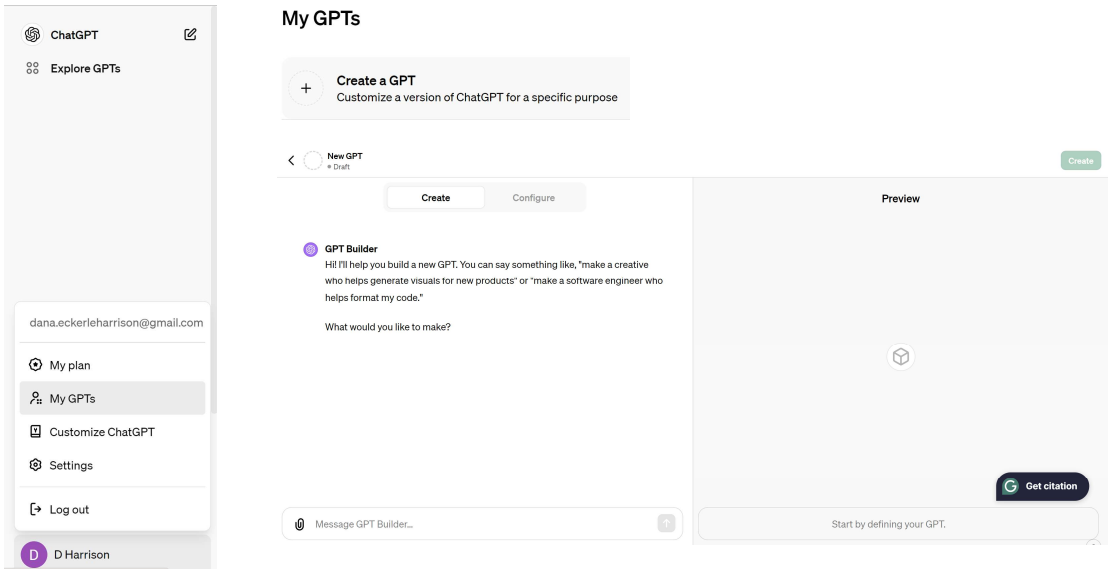
Available Resources: ChatGPT



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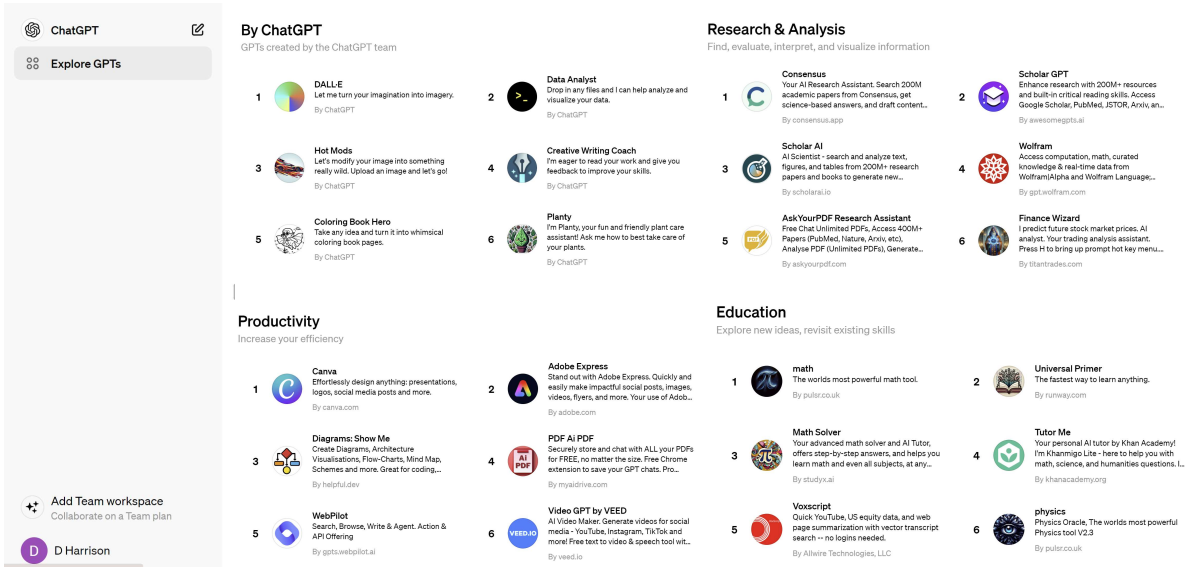
Available Resources: ChatGPT



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Available Resources: ChatGPT

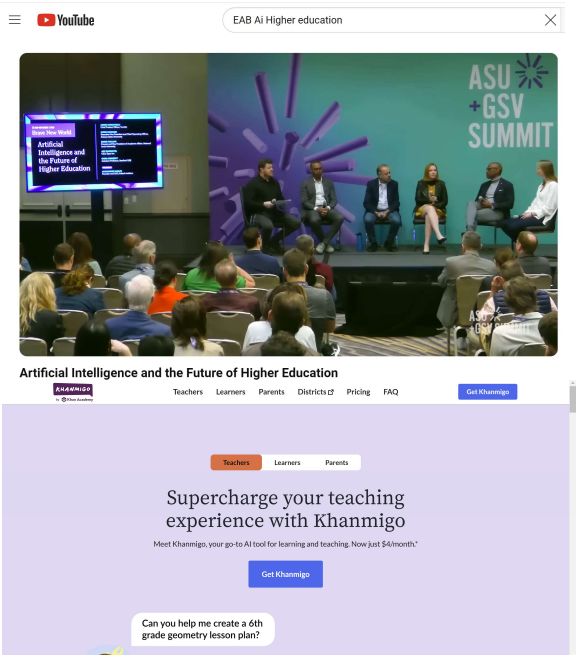
COURSE
Generative AI in Learning and Development
LinkedIn · By: Dr. Terri Horton · Aug 2023
Certificate Eligible · 4.6 ★★★★★ (1,157) · 25,352 learners

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

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

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

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



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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

Chat with Syllabus

Upload your syllabus and create a personal GPT.

Trial/Error

Allow students to troubleshoot Python code using ChatGPT.

Writing Support

Allow students to use ChatGPT to refine integrated marketing communications.

GO BIG

Personalized Tutoring

Create a personalized tutor by feeding ChatGPT open source documents and instructor produced content.

Data Analysis

Allow students to conduct a regression analysis with a small dataset in ChatGPT and another program to compare results.

Product Development

Create an assignment similar to the one in the working article from BCG and Harvard.

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Integrating Marketing into Curriculum: Opportunities

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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

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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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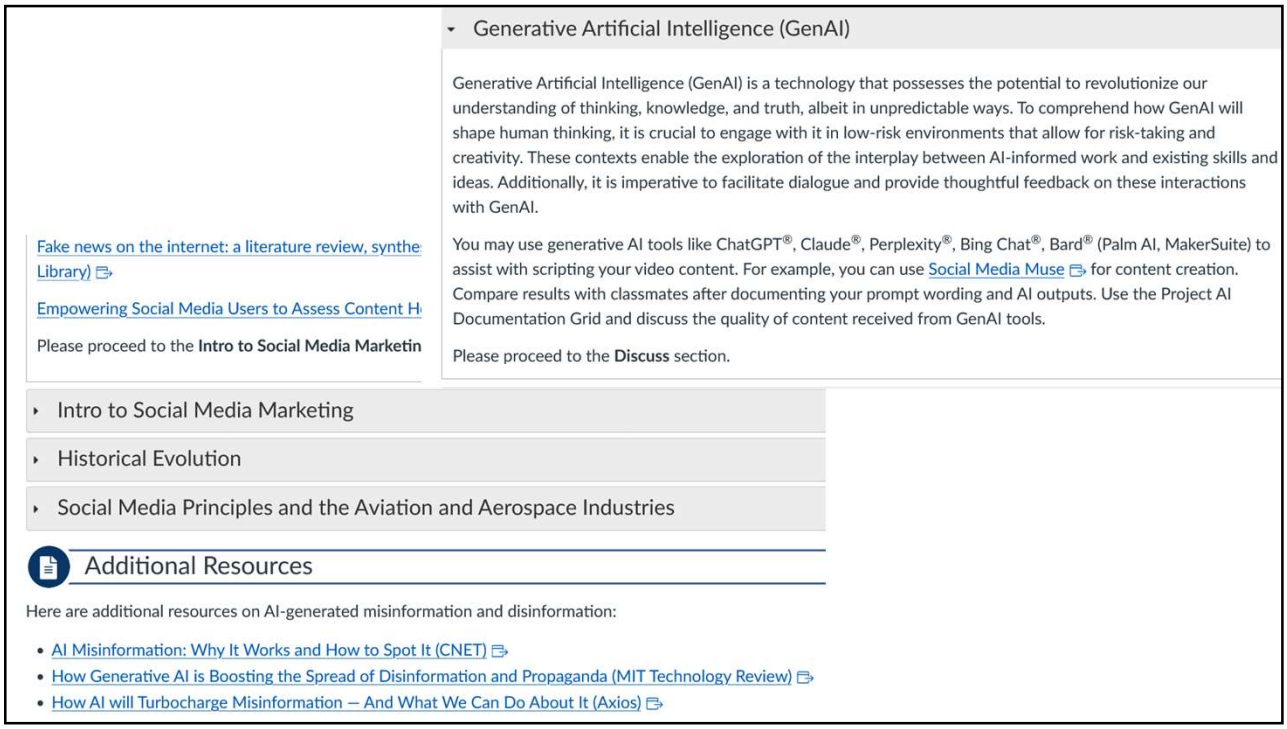
Generative Artificial Intelligence (GenAI)
Generative Artificial Intelligence (GenAI) is a technology that possesses the potential to revolutionize our understanding of thinking, knowledge, and truth, albeit in unpredictable ways. To comprehend how GenAI will shape human thinking, it is crucial to engage 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.
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
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.
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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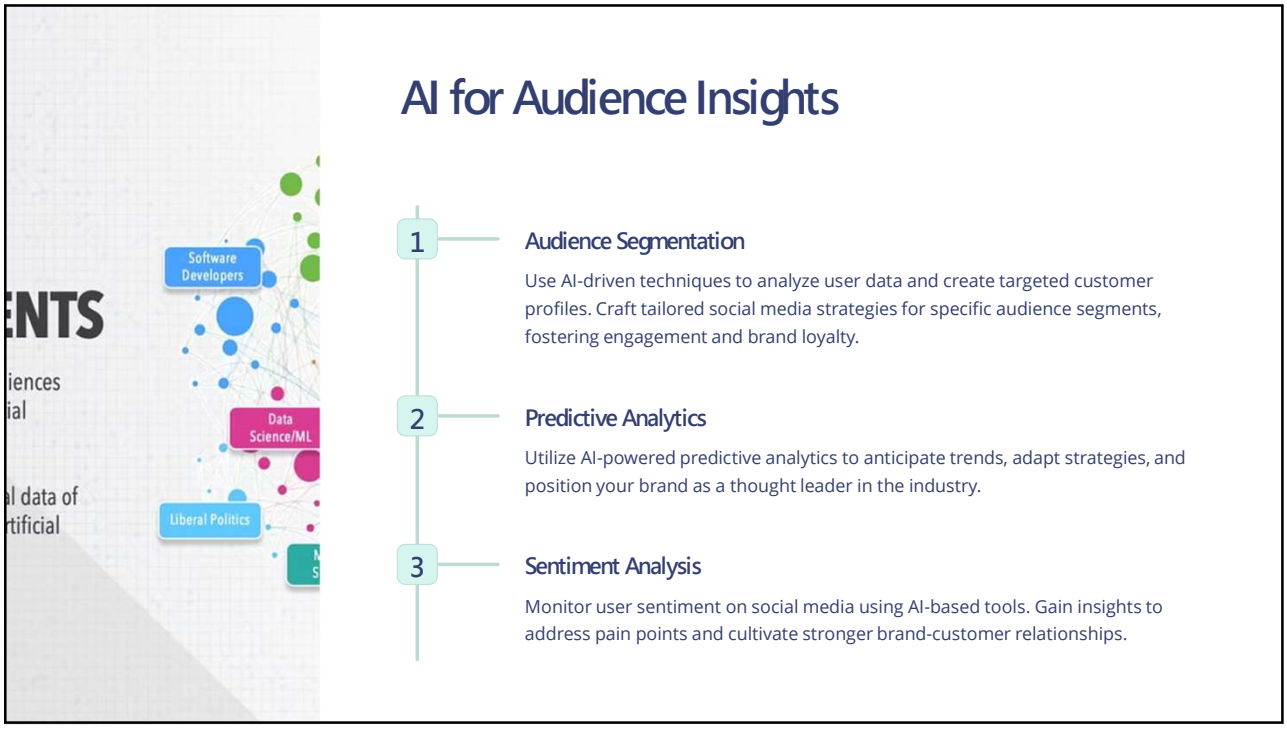
Software Developers
Data Science/ML
Liberal Politics
AI for Audience Insights
1
Audience Segmentation
Use AI-driven techniques to analyze user data and create targeted customer profiles. Craft tailored social media strategies for specific audience segments, fostering engagement and brand loyalty.
2
Predictive 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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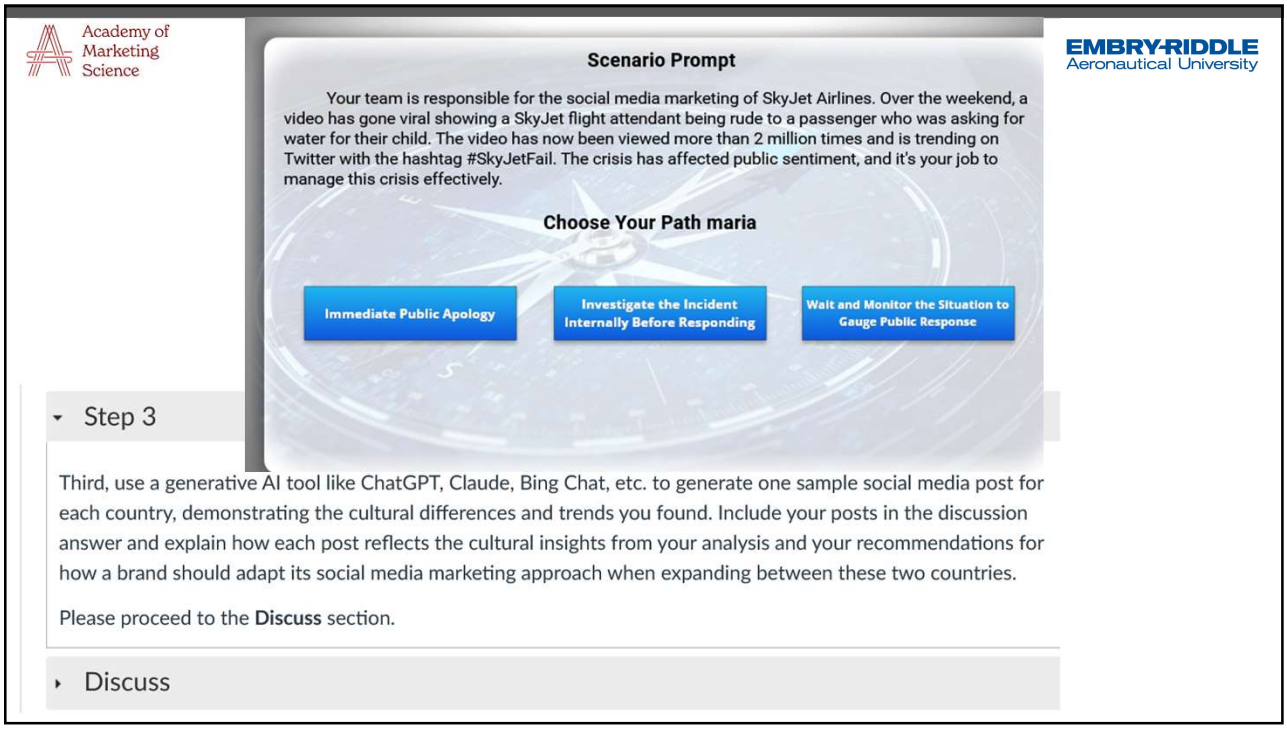
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Scenario Prompt
Your team is responsible for the social media marketing of SkyJet Airlines. Over the weekend, a video has gone viral showing a SkyJet flight attendant being rude to a passenger who was asking for water for their child. The video has 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 maria
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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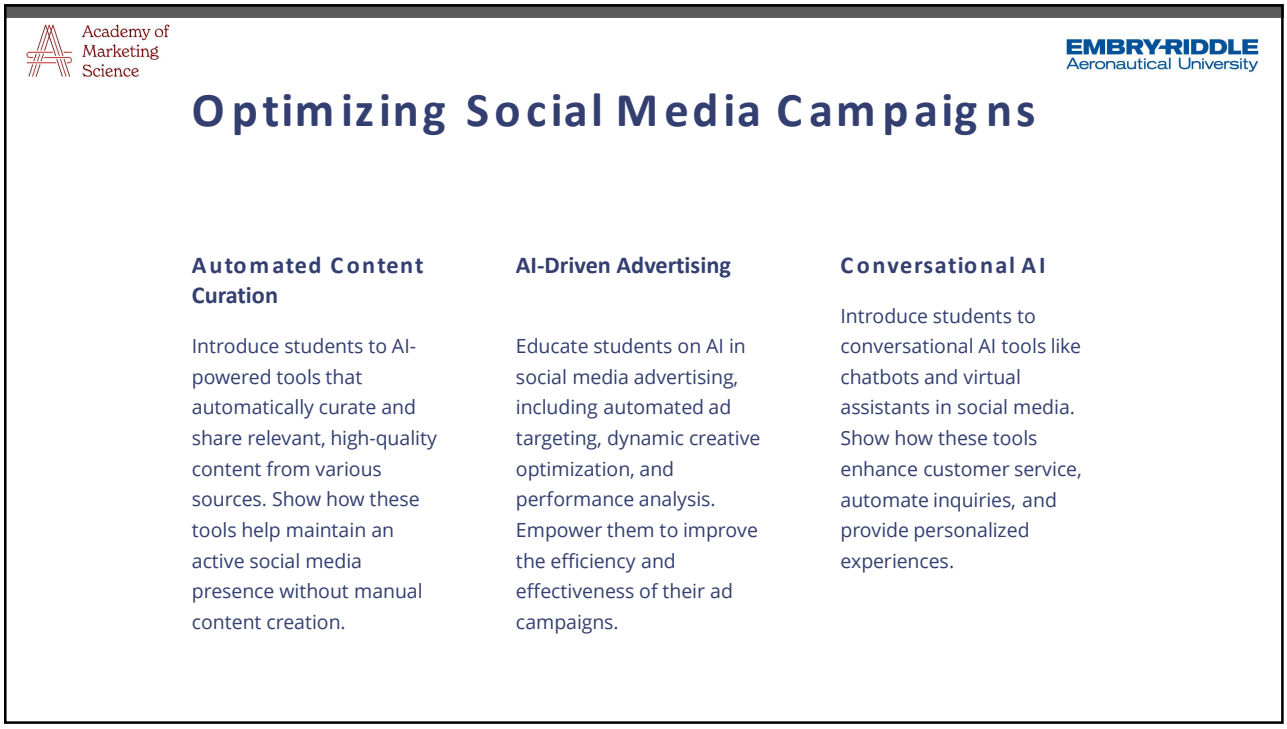
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Optimizing Social Media Campaigns
Automated Content Curation
Introduce students to AI-powered tools that automatically curate and share relevant, high-quality content from various sources. Show how these tools help maintain an active social media presence 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.

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- **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 yc 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] (Sup

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)

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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**

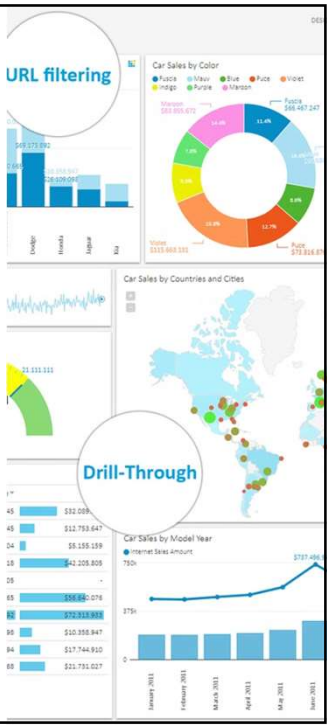
Discover AI-driven analytics tools for deep social media insights. Optimize strategies based on audience behavior, content engagement, and campaign effectiveness.

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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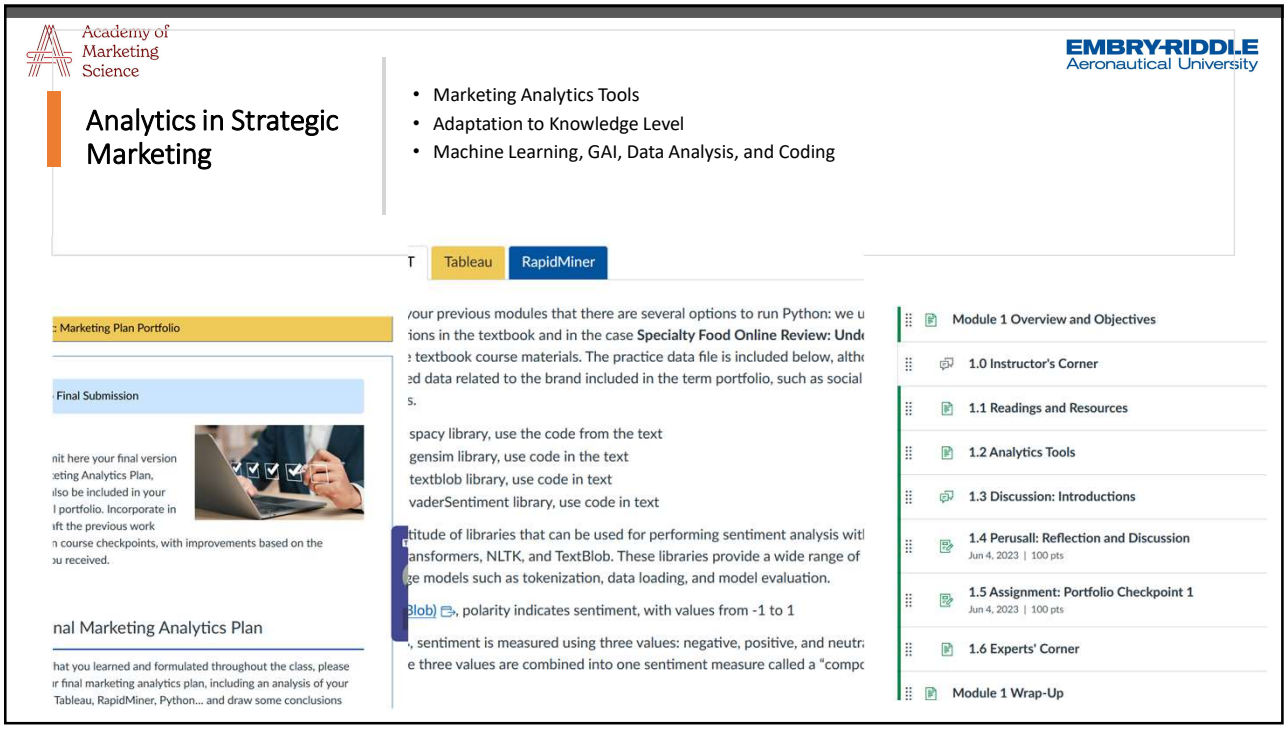
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Analytics in Strategic Marketing
• Marketing Analytics Tools
• Adaptation to Knowledge Level
• Machine Learning, GAI, Data Analysis, and Coding
Tableau
RapidMiner
Marketing Plan Portfolio
Final Submission
nal Marketing Analytics Plan
spacy library, 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
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 Perusall: 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

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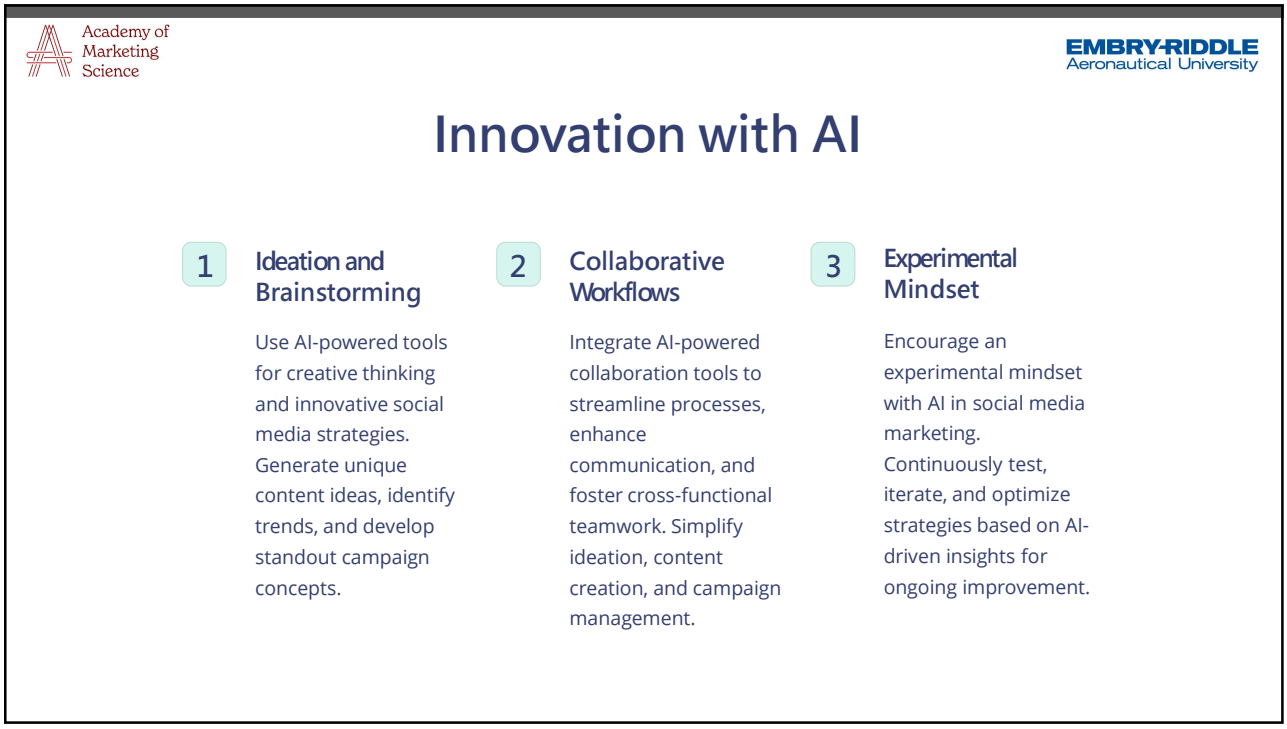
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Innovation with AI
1
Ideation and Brainstorming
Use AI-powered tools for creative thinking and innovative social media strategies. Generate unique content ideas, identify trends, and develop standout campaign concepts.
2
Collaborative Workflows
Integrate 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 r conversions, and ROI. Vista Social is a tool that can connect many social med to provide insights and recommendations based on the performance of each po

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

Airbus

- 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.

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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
Stage one: research and inquiry (e.g research brainstorming, information and data collection, summary, bibliography creation)	
Stage two: project formulation (e.g., project planning, developing outlines and graphics, drafting materials, media creation)	
Stage three: revision (e.g., editing materials, revising language, formatting, proofreading)	

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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.

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