



**JINDAL GLOBAL  
BUSINESS SCHOOL**  
INDIA'S FIRST MULTI-DISCIPLINARY GLOBAL BUSINESS SCHOOL



**O.P. Jindal Global University**  
*A Private University Promoting Public Service*  
**NAAC Accreditation - 'A' Grade**

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Jindal Global Business School  
*Course Outline*

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Course Title	AI in Marketing
Core or Elective	Elective
Program and Batch	MBA 2 <sup>nd</sup> year, IBM 4 <sup>th</sup> and 5 <sup>th</sup> year
Semester & Academic Year	Fall 2026
Credits	1.5
Discipline/Area	Marketing
Name of the Faculty Member/Course Instructor	Dr. Amanish Lohan
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Faculty Member's Open Office Day/s & Time	

### **Introduction to the Course**

Artificial Marketing has made deep inroads in all aspects of life today. Marketing is no different. With the rise of digital marketing and its tools, companies are being brought closer to the customer with the click of a button. A lot of these mechanisms are built on Artificial Intelligence, such as chatbots, search engine optimization, media recommendations and so on. The objective of this course is to explore the role of AI in marketing and to understand the mechanisms behind the day-to-day activities which we perform online as consumers or marketers.

### **Course Learning Outcomes**

In addition to the specific course related objectives, this course is designed to achieve the following learning goals.

CLO 1: to gather formative understanding of umbrella AI technology and its related technologies.

CLO 2: to build sensitivity towards diverse application areas of AI and related technologies in marketing.

CLO 3: to identify future marketing applications of AI while keeping in mind the challenges related to implementation of.

CLO 4: to appreciate ethical dilemmas arising due AI's impact on privacy, surveillance, and consumerism.

CLO5: Work in teams as part of simulations and presentations.

### Programme Competency Goals

MBA Programme Competency Goals (PCGs)		MBA Programme Learning Objectives (PLOs)
		Students will be able to
1	<b>Technological Agility:</b> Ability to adopt relevant technologies for better business decision making.	1. Understand relevant business technologies 2. Understand future technologies in business domain
2	<b>Responsible Global Citizenship:</b> Ability to understand the interplay between local and global issues and to act with sensitivity towards ethical and social issues	3. Understand the interplay between local and global business issues 4. Demonstrate sensitivity towards ethical issues 5. Demonstrate sensitivity towards social issues 6. Address societal issues
3	<b>Effective communication:</b> Ability to effectively exchange ideas and information	7. Present their ideas with clarity 8. Prepare an organized and logical business document 9. Use technology for effective communication
4	<b>Critical Thinking:</b> Ability to identify, analyze business problems and propose effective solutions	10. Identify main issues of business problems 11. Examine information from different sources 12. Draw inferences from analysis 13. Evaluate alternatives 14. Summarize and conclude
5	<b>Leadership:</b> Ability to take initiative, inspire and	15. Take initiative

collaborate with others	
	16. Contribute effectively in groups

### CLO-PLO-PCG Assessments Mapping Matrix

Program Learning Objectives (PLOs)	Program Competency Goals (PCGs)	Course Assessment Item
This course helps you to develop the following Program Learning Outcomes:	This course helps you to develop the following Program Competency Goals:	This learning outcome will be assessed in the following items
PCG1- PLO1 PCG1- PLO2	PCG1	A1, A2
PCG2 – PLO 3	PCG2	A3
PCG2 – PLO 4 PCG2 – PLO5	PCG2	A1, A2, A3
PCG4 – PLO 10 to 14	PCG4	A1, A4
PCG5 – PLO 15 PCG5 – PLO 16	PCG5	A1, A4

### Evaluation Schema

The course grade will be determined based on:

Assessment Task	Weightage (Percentage)	Nature (Individual/Group)	Week of Assessment	PLOs to be Assessed
A1:Class Participation	10%	Individual	Continuous	PLO1 & PLO2
A2 : Quiz 1	15%		4 <sup>th</sup> Week	PLO2, PLO11, PLO12

A3 : Quiz 2	15%	Individual	8 <sup>th</sup> Week	PLO2, PLO11, PLO12
A4 : Group Presentation and simulation	30%	Group		PLO2, PLO11, PLO12, PLO7, PLO8
A5 Endterm Examination	30%	Individual	In Examination Week	PLO1, 2, 10, 11, 12, 13, 14

### Description of Assessments:

**A1- Class Participation** – This includes participating in class discussions and providing your insights related to the topic at hand and the discussion which is initiated by the instructor.

**A2 – Quiz 1** – This will test the knowledge of the student for topics taught in first 4 weeks of the course. Focus will also be on topics discussed in class

**A3 - Quiz 2** – This will test the knowledge of the student for topics taught in first 4 weeks of the course. Focus will also be on topics discussed in class

**A4 – Group Presentation and Simulation** – The course will include a simulation which will run throughout the lectures, starting lecture 5 onwards. This will culminate in a presentation in the last week of the course, where groups will be expected to present their findings from the simulation.

**A5 End term examination-** Will test the knowledge set of the student based on lectures and study materials provided and discussions held in class.

### Teaching Method

The course will have a judicious mix of lectures, storytelling, experiential exercises, and cases. Here the onus of learning will be with the student, and the instructor will be a facilitator. Instead of learning ‘what to do’, the cases will also be used as examples of real-world phenomena where issues arise, and good and bad practices are seen. The key to learning this way is to see many examples and situations and learn inductive as well as deductive ways from students’ and managers' different experiences.

### Textbook / Other Readings

**Textbook:** The AI Marketing Canvas, Raj Venkatesan and Jim Lecinski

### Guest Lecture Sesssion

S. No.	Faculty member(s)	Guest Speakers [Name, designation, and company]	Week # (Tentative)
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1.	Prof Amanish Lohan	Mr Karthik Varma CEO, Cyberange Private Limited	Week 11
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### Session Plan

Session Details	Topics	PLOs Covered
<b>Session 1</b>	Introduction to AI	CLO 1- PLO1, PLO2, PLO8
Objective of the session	In these sessions, students will be introduced to the concept of Artificial Intelligence and what it means. This session would be a good starting point to dissolve any myths about AI and provide a lucid understanding of the basics	
Subtopics to be covered	History of AI, Primer to AI	
Readings	Chapter 1 Textbook	
Case Title & Number		
Pedagogy	Scenarios, case studies and class activities	
<b>Session 2</b>	History of AI	CLO1 AND CLO3- PLO1, PLO2, PLO3, PLO4, PLO5, PLO6, PLO8, PLO13, PLO14
Objective of the session	To understand the functioning of any technology, it is important to understand its roots and the reason for its rise. AI is an old field with significant development across the years. Students need to understand what was the need for AI in the first place and how far have we come as a discipline.	
Subtopics to be covered	Roots of AI, Development in the field	
Readings	<a href="https://sitn.hms.harvard.edu/flash/2017/history-artificial-intelligence/">https://sitn.hms.harvard.edu/flash/2017/history-artificial-intelligence/</a>	
Case Title & Number		
Pedagogy	Scenarios, case studies and class activities	
<b>Session 3</b>	AI and Related Systems 1	CLO1 AND CLO3- PLO1, PLO2, PLO3, PLO4, PLO5, PLO6, PLO8, PLO13, PLO14
Objective of the session	Often AI as a term is interchangeably used with similar fields like Machine Learning, Deep Learning, Neural Networks, Data Mining, Data Science etc. However, these are all separate disciplines and for anyone to understand the role of AI in marketing, you first need to distinguish AI from its related fields.	
Subtopics to be covered	Difference in AI technologies, Definitions of Machine Learning, Deep Learning, Neural Networks etc	
Readings	Chapter 2	
Case Title & Number		

Pedagogy	Scenarios, case studies and class activities	
<b>Session 4</b>	AI and Related Systems II	CLO 1 AND
Objective of the session	This will be a continuation of the previous session where we will discuss the related fields to AI. We will also talk about a few examples to clarify this concept even further	CLO 3-
Subtopics to be covered	Introduction to Neural Networks, Data Mining and their applications	PLO1, PLO2, PLO3, PLO4, PLO13, PLO14
Readings	Chapter 2 Textbook	
Case Title & Number		
Pedagogy	Scenarios, case studies and class activities	
<b>Session 5</b>	Segmentation, Targeting and Positioning	CLO 1 AND
Objective of the session	STP is one of the core principles of marketing and rarely any strategy related to marketing is developed without taking into consideration this. In the new era of marketing, this operation is being led by AI systems which are trained to perform such activities better than humans. In this session, we will look at how AI is being implemented for more efficient STP.	CLO 3-
Subtopics to be covered	Revision of STP for marketers, introduction to some examples using STP in Marketing	PLO1, PLO2, PLO3, PLO4, PLO13, PLO14
Readings	<a href="https://www.smartinsights.com/digital-marketing-strategy/customer-segmentation-targeting/segmentation-targeting-and-positioning/">https://www.smartinsights.com/digital-marketing-strategy/customer-segmentation-targeting/segmentation-targeting-and-positioning/</a>	
Case Title & Number		
Pedagogy	Scenarios, case studies and class activities	
<b>Session 6</b>	AI-driven chatbots – How they work	CLO 1 AND
Objective of the session	In this session, we will look into the functioning of AI chatbots of websites and how they are enhancing the overall consumer experience with minimal human intervention	CLO 3-
Subtopics to be covered	Role of chatbots in marketing	PLO1, PLO2, PLO3, PLO4, PLO5, PLO6, PLO8, PLO10,
Readings	<a href="https://www.drift.com/learn/chatbot/ai-chatbots/">https://www.drift.com/learn/chatbot/ai-chatbots/</a>	
Case Title & Number		
Pedagogy	Scenarios, case studies and class activities	
<b>Session 7</b>	Search Engine Optimization – The Role of AI	CLO 1 AND
Objective of the session	Search Engine Optimization is the essence to every successful website on the internet today. In this session, we will look at the backend functioning of this and how AI plays a vital role in displaying search results	CLO 3-
Subtopics to be covered	Role of SEO in digital marketing, Advertising – paid and unpaid marketing	PLO1, PLO2, PLO3, PLO4, PLO5, PLO6, PLO8, PLO10,
Readings	<a href="https://www.brightedge.com/glossary/how-has-ai-changed-">https://www.brightedge.com/glossary/how-has-ai-changed-</a>	

	<a href="https://www.google.com/search-#:~:text=Search%20optimization%20AI%20analyses%20the,to%20out%2Doptimize%20the%20competition.">search- marketing#:~:text=Search%20optimization%20AI%20analyses%20the,to%20out%2Doptimize%20the%20competition.</a>	
Case Title & Number		
Pedagogy	Scenarios, case studies and class activities	
<b>Session 8</b>	Using AI to Solve the Marketing Problem	CLO 1 AND
Objective of the session	Facebook is the cornerstone of advertising and with the acquisition of Instagram and Whatsapp, it is the ultimate brand. We will look at how they leverage AI systems to distribute ads to the right consumer.	CLO 3-
Subtopics to be covered	The customer journey, marketing mix modelling, customer lifetime value	PLO1, PLO2, PLO3, PLO4, PLO5, PLO6, PLO8, PLO10, PLO011, PLO012, PLO13, PLO14
Readings		
Case Title & Number		
Pedagogy	Scenarios, case studies and class activities	
<b>Session 9</b>	AI-based recommendations – Netflix and related platforms	CLO 1 AND
Objective of the session	We have heard how AI provides media recommendations based on our previous watch history. But how does it actually work? We will find out in this session.	CLO 3-
Subtopics to be covered	Understanding of algorithms, machine learning model basics	PLO1, PLO2, PLO3, PLO4, PLO5, PLO6, PLO8, PLO10,
Readings		
Case Title & Number		
Pedagogy		
<b>Session 10</b>	Using AI to get Attention and Persuasion	CLO 1 AND
Objective of the session	To understand how AI-related technologies can be used to gather consumer attention and provide a streamlined approach to marketing objectives for both companies and individuals	CLO 3-
Subtopics to be covered	Chapter 5 textbook	PLO1, PLO2, PLO3, PLO4, PLO5, PLO6, PLO8, PLO10, PLO011, PLO012, PLO13, PLO14
Readings		
Case Title & Number		
Pedagogy	Scenarios, case studies and class activities	
<b>Session 11</b>	Guest lecture	PLO5, PLO6, PLO7
Objective of the session	Session will be conducted based on a topic of relevance to the course	
Subtopics to be covered		
Readings		
Case Title & Number		
Pedagogy	Lecture and presentation	

<b>Session 12</b>	Your role in implementing AI	CLO 1 AND CLO 3-  PLO1, PLO2, PLO3, PLO4, PLO5, PLO6, PLO8, PLO10,
Objective of the session	In this session, we will speak about the champions of AI who would carry on the activities related to AI in any organization. This is very important for any organization to decide whether they want to build an AI system in house or source it from outside.	
Subtopics to be covered	Role of champions in organization, AI to leverage humans, your role as manager	
Readings		
Case Title & Number		
Pedagogy	Scenarios, case studies and class activities	
<b>Session 13</b>	What tomorrow may bring	CLO 1 AND CLO 3-  PLO1, PLO2, PLO3, PLO4, PLO5, PLO6, PLO8, PLO10,
Objective of the session	Summarising the findings of AI in marketing and how applications can further evolve with time. Student presentations begin	
Subtopics to be covered		
Readings		
Case Title & Number		
Pedagogy	Scenarios, case studies and class activities	
<b>Session 14</b>	<b>Student Presentation</b>	CLO 5 – PLO 15, PLO 16
Objective of the session		
Subtopics to be covered		
Readings		
Case Title & Number		
Pedagogy		
<b>Session 15</b>	<b>Student Presentations</b>	CLO 5 – PLO 15, PLO 16
Objective of the session		
Subtopics to be covered		
Readings		
Case Title & Number		
Pedagogy		

## Disability Support

JGU endeavours to make all its courses accessible to students. The Disability Support Committee (DSC) has identified conditions that could hinder a student's overall wellbeing. These include physical and mobility-related difficulties, visual impairment, hearing impairment, mental health conditions, and intellectual/learning difficulties, e.g., dyslexia and dyscalculia. Students with any known disability needing academic and other support are required to register with the Disability Support Committee (DSC) by following the procedure specified at <https://jgu.edu.in/disability-support-committee/>

Students who need support may register any time during the semester up until a month before the end semester exam begins. Those students who wish to continue receiving support from the previous semester, must re-register within the first month of a semester. Last-minute registrations and support might not be possible as sufficient time is required to make the arrangements for support.

The DSC maintains strict confidentiality about the identity of the student and the nature of their disability and the same is requested from faculty members and staff as well. The DSC takes a strong stance against in-class and out-of-class references made about a student's disability without their consent and disrespectful comments referring to a student's disability.

All general queries are to be addressed to [disabilitysupportcommittee@jgu.edu.in](mailto:disabilitysupportcommittee@jgu.edu.in)

***Disclaimer: This course outline including assessments, mode, nature and weightage of assessments, sessions, sequence of sessions and/or readings may be revised during the semester if such need arises.***