GEN AI FOR MARKETING TEAMS TRAINING

Course Title: Gen AI for Marketing Teams Training

Course Validity: 2 Days

Validity: Not Applicable

HRD Corp Scheme: Claimable

INTRODUCTION

This training empowers marketing teams with practical knowledge and hands-on techniques to use Generative AI (Gen AI) for planning, executing and optimising marketing activities. The programme covers AI-driven content creation, campaign planning, audience targeting, research, analytics and automation. Participants will learn how Gen AI accelerates marketing workflows, strengthens creativity, enhances productivity and improves campaign performance. Real-world case studies and workshops focus on equipping teams to embed Gen AI into daily marketing operations effectively.

OBJECTIVE(S):

- Understand Gen AI capabilities and applications for marketing workflows
- Learn how to use AI tools for content creation, ideation and campaign planning
- Understand AI-driven audience research, segmentation and messaging
- Learn how to automate repetitive marketing tasks using Gen AI
- Develop skills to analyse, interpret and optimise campaigns with AI support
- Strengthen team capability to integrate Gen AI into day-to-day marketing operations

TARGET GROUP(S):

- Marketing teams and departments

- Digital marketers

- Branding and communications teams

- Content creators and social media teams

- Managers and executives involved in marketing strategy

- Business owners leading marketing functions

ENTRY REQUIREMENT(S):

- Able to read, write, and communicate in Malay/English

- Basic digital marketing knowledge is helpful

TOPIC(S):

1. Introduction to Gen AI for Marketing Teams

2. AI Tools for Content Ideation, Copywriting and Creative Design

3. AI-Powered Audience Insights, Research and Segmentation

4. Campaign Planning and Creative Strategy Using Gen AI

5. Automation of Marketing Tasks Using AI

6. AI for Social Media, SEO, SEM and Email Marketing

7. Personalisation, Messaging Optimisation and Customer Journey AI

8. AI-Based Analytics, Insights and Performance Reporting

9. Designing AI-Integrated Marketing Workflows

10. Case Studies of High-Performance Gen AI Marketing Teams

LIST OF REFERENCE BOOK(S):

- AI Marketing Guides

- Digital Marketing Strategy Manuals

- Generative AI Playbooks

- Platform-Specific AI Tool Documentation

LIST OF TEACHING AID(S):

- LCD projector

- Computer

- Whiteboard with accessories

METHODOLOGY(S):

- Lecture

- Group discussions

- Case studies

- Hands-on practical workshop

TRAINING SCHEDULE

Day 1

Time	Activity / Topic
8:30 am – 9:00 am	Registration and Introduction
9:00 am – 9:45 am	Topic 1: Overview of Gen AI in Marketing Operations
9:45 am – 10:30 am	Topic 2: AI Tools for Content Creation & Creative Assets
10:30 am – 10:45 am	**Morning Tea Break**
10:45 am – 11:30 am	Topic 3: AI-Powered Audience Insights & Research
11:30 am – 12:30 pm	Topic 4: AI for Campaign Planning & Strategy Building
12:30 pm – 1:30 pm	**Lunch Break**
1:30 pm – 2:30 pm	Topic 5: Automating Repetitive Marketing Tasks Using AI
2:30 pm – 3:30 pm	Topic 6: AI for Social Media, SEO, SEM & Email Campaigns
3:30 pm – 3:45 pm	**Afternoon Tea Break**
3:45 pm – 5:00 pm	Workshop: Creating AI-Generated Content & Campaign Assets

TRAINING SCHEDULE

Day 2

Time	Activity / Topic
8:30 am – 9:00 am	Recap of Day 1
9:00 am – 9:45 am	Topic 7: Personalisation & Messaging Optimisation with AI
9:45 am – 10:30 am	Topic 8: AI for Analytics, Insights & Reporting
10:30 am – 10:45 am	**Morning Tea Break**
10:45 am – 11:30 am	Topic 9: Designing AI-Integrated Marketing Workflows
11:30 pm – 12:30 pm	Topic 10: Case Studies of High-Performance AI Marketing Teams
12:30 pm – 1:30 pm	**Lunch Break**
1:30 pm – 2:30 pm	Workshop: Building a Gen AI-Enhanced Marketing Workflow
2:30 pm – 3:30 pm	Workshop: Developing Multi-Channel Campaigns with AI Support
3:30 pm – 3:45 pm	**Afternoon Tea Break**
3:45 pm – 5:00 pm	Final Workshop: AI Marketing Strategy Presentation & Q&A