

LECTURE NOTES ON ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING IN MARKETING

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DESCRIPTION: The course is organized into seven learning cycles (LC). Each LC deals with a different aspect of AI or ML in marketing. Each LC had learning questions for the students to prepare for a weekly session, in which student teams presented their answers to the questions and the teacher commented and expanded on the answers. The course was designed for bachelor's students in marketing.

DISCLAIMER: Some of the answers reflect the author's own opinions. There could be other, contrary opinions that are equally valid. The student is expected to exercise critical thinking when it comes to all learning materials, including these lecture notes. For any errors in grammar or content, appreciate you reaching out to me in the email above.

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