



Course outline :
**AI awareness for marketing
and communications**

AI Awareness Serie

Overview

Dive into the fascinating world of artificial intelligence in this 3-hour introductory course, specially designed for marketing and communications professionals. This interactive session will help you understand the fundamentals of AI and its potential to revolutionize your marketing and communication strategies. Through enriching group discussions and concrete examples from digital and traditional marketing, you'll discover how AI can optimize your campaigns, personalize your content and improve audience engagement. This essential training course will give you the keys to intelligently integrating AI into your marketing and communication actions, identifying the creative opportunities it offers, while understanding its current limitations. This will prepare you to deepen your knowledge in more advanced training courses focusing on AI tools specific to marketing and communication.

Who should attend

This course is aimed at marketing and communication professionals who want to understand and exploit artificial intelligence in their strategies:

- Marketing and communications managers
- Communications managers
- Product and brand managers
- Social media managers
- Content managers
- Digital marketing managers
- Community managers
- Public relations officers

Key information

- **Duration:** 3 hours
- **Level:** Beginner
- **Training series:** AI awareness
- **Languages:** French or English
- **Delivery format:** Virtual or Face-to-face
- **Delivery mode:** Synchronous, instructor-led
- **Session type:** Private group training
- **Group size:** 15 to 50 participants
- **Possible certification:** AI Aware

Prerequisites

No specific prerequisites

Overall training objectives

- **Raising awareness of AI fundamentals**
Understand the key concepts, types, current technologies and historical development of artificial intelligence to master the essential fundamentals of the field.
- **Demystifying the current AI landscape**
Clarify the real capabilities, limitations, myths, and key players and trends in the artificial intelligence market to develop an objective vision of the state of the art.

- **Exploring transformational impacts**
Explore the concrete applications of AI, anticipate transformations, identify opportunities and challenges, and assess the ethical and social implications in its professional context.
- **Building a critical eye**
Critically analyze the promise of AI, identify success factors and risks, and assess its relevance to specific use cases in order to make informed decisions.
- **Strategic preparation for the future**
Define a vision of the role of AI, identify training needs, and develop a personal approach to integrate it effectively into professional practice.

Skills acquired

At the end of this course, participants will be able to:

Understanding the fundamentals of AI

- Define the key concepts and basic terminology of artificial intelligence
- Identify the different branches and types of AI
- Recognize the main AI technologies in use today
- Describe the historical evolution of AI up to the present day

Analyze the current AI landscape

- Explain the real capabilities of AI today
- Distinguish between AI myths and realities
- Recognize the current limits of AI
- Identify the main players and trends in the AI market

Assessing the impact of AI

- Identify the concrete applications of AI in your professional sector
- Anticipate the potential transformations linked to AI in your working environment
- Recognize the opportunities and challenges linked to the adoption of AI
- Evaluate the ethical and social implications of using AI

Developing a critical approach

- Critically analyze AI-related announcements and promises
- Identify key success factors and risks in AI adoption
- Assess the relevance of AI for specific use cases

Preparing for the future

- Formulate a clear vision of the role of AI in its professional context
- Identify needs for further training in AI
- Develop a personal approach to integrating AI into professional practice

Assessment and certification

CERTIFICATE OF ATTENDANCE

A certificate of attendance is systematically issued to each participant at the end of the course. This official document is sent to you directly after the trainer has validated your attendance.

AI AWARE CERTIFICATION BADGE

To make the most of your new skills, we offer you the opportunity to earn our '**AI AWARE**' certification badge. This certification is obtained by validating an online test that evaluates your understanding of the key concepts covered during the training. The badge is issued by Moov AI as soon as you achieve a minimum score of 75% on the validation test. This certification provides official proof of your mastery of the fundamentals of AI, and can be shared on your professional networks.

Detailed course outline

Module: History of AI (30mins)

- Origins and evolution of AI (1950-2000)
- Major developments in machine learning
- Emergence of deep learning
- Evolution of transforming architectures
- Key milestones in the development of LLMs
- Future trends and prospects

Module: Overview of current AI capabilities (30mins)

- Introduction to types of AI
- Predictive AI capabilities
- Generative AI capabilities
- Practical Applications by Domain

Module: Benefits and positive impact of AI in organizations (30mins)

- Impact on Performance
- Strategic Benefits
- Value Creation
- Human Impact
- Organizational Transformation
- Operational Benefits

Module: Issues and challenges of AI in organizations (30mins)

- Organizational Challenges
- Technological Challenges
- Strategic Risks
- Human Challenges

- Governance Challenges
- Implementation Challenges

Module: Introduction to LLMs and Generative AI (30mins)

- LLM definition and fundamentals
- Architecture and basic operation
- - Model types and their characteristics
- Current capabilities and limitations
- Key concepts: tokens, embeddings, prompts
- Impact on different business sectors