



Piloting AI is a collection of on-demand courses (recorded Feb. 2024) designed as a **step-by-step learning path** for beginners at all levels, from interns to CMOs.

Paul Roetzer, founder and CEO, and Mike Kaput, chief content officer, take you on a journey that includes an overview of the **basics of AI**; deep dives into **practical frameworks** to get started; a brand new **generative AI course**, and dozens of sample **use cases** and **AI vendors** to accelerate your adoption & success.

1-4 licenses: \$499 each
5-9 licenses: \$449 each
11-24 licenses: \$399 each
25-49 licenses: \$439 each
50+ licenses: \$299 each
Contact us to learn more.

2024 Course Syllabus (~9 hours)

- 1: Intro to AI for Marketers
- 2: Generative AI 101
- 3: State of Marketing AI Industry
- 4: The Use Case Model
- 5: The Problem-Based Model
- 6: Marketer + Machine:
- 7: The Future is Ai or Obsolete
- 8: Intro to AI for Advertising
- 9: Intro to AI for Analytics
- 10: Intro to AI for Comms and PR
- 11: Intro to AI for Content Marketing
- 12: Intro to AI for CS/CX
- 13: Intro to AI for Ecommerce
- 14: Intro to AI for Email Marketing
- 15: Intro to AI for Sales
- 16: Intro to AI for SEO
- 17: Intro to AI for Social Media
- 18: AI and You

"For those looking to be a part of the latest phase of this AI innovation wave, you will find the courses incredibly helpful in understanding AI & its potential applications in marketing."
Yadin Porter León, Leading Global CXO

A certificate of completion will be sent with a passing grade on quizzes and a final exam.



MARKETING
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INTELLIGENCE**
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