



Skills
International
for Training & Consulting

سكيز
الدولية
للتدريب والإستشارات

**Smart Marketing & PR: Leveraging AI for
Strategic Growth**

Course Introduction:

The rapid development of Artificial Intelligence is creating new opportunities for organizations to market smarter, communicate more effectively, and achieve sustainable strategic growth. Smart Marketing & PR: Leveraging AI for Strategic Growth focuses on transforming AI capabilities into practical business value by combining intelligent technologies with strategic marketing, public relations, customer engagement, and growth management.

Participants will explore how AI can support smarter decisions, stronger brands, more personalized customer experiences, efficient marketing operations, innovative PR practices, and measurable business growth. The course emphasizes practical application, strategic thinking, innovation, and responsible AI adoption.

Course Objectives:

- ✓ Understand the concept of smart marketing and AI-driven PR.
- ✓ Identify AI opportunities that can contribute to organizational growth.
- ✓ Develop data-driven marketing and PR strategies.
- ✓ Use AI to identify customer needs and emerging market opportunities.
- ✓ Improve targeting, personalization, and customer engagement.
- ✓ Create smarter and more efficient marketing campaigns.
- ✓ Apply AI to branding, communication, and reputation management.
- ✓ Enhance PR performance through automation and intelligent analytics.

- ✓ Use AI to identify trends and anticipate market changes.
- ✓ Optimize marketing budgets and resource allocation.
- ✓ Improve campaign ROI through AI-powered measurement.
- ✓ Develop innovative AI-enabled growth strategies.
- ✓ Build an organizational roadmap for AI adoption in marketing and PR.

Who Should Attend?

- Chief Marketing Officers and Marketing Executives
- Marketing and PR Managers
- Brand and Product Managers
- Digital Marketing Professionals

Training Methods:

- ✓ Online Video material.
- ✓ Presentation.
- ✓ Live Interactive sessions.
- ✓ Course presenter will make extensive use of all tools that will be needed for the virtual environment.
- ✓ Questions & Answers

Course Outline:

Day One

- Introduction to Artificial Intelligence in Marketing and Public Relations
- The Evolution of AI-Powered Marketing and Strategic Communication
- AI and the Transformation of Marketing Strategy
- AI-Driven Market Research and Consumer Insights
- Audience Segmentation and AI-Powered Customer Profiling

Day Two

- Competitive Intelligence and AI-Based Competitor Analysis
- Predictive Analytics for Marketing and PR Decision-Making
- AI-Powered Brand Strategy and Positioning
- AI for Content Strategy and Content Planning
- Generative AI for Marketing and PR Content Creation

Day Three

- Intelligent Social Media Marketing and Engagement
- AI-Driven Public Relations and Strategic Communication
- Smart Media Monitoring and Digital Reputation Management
- AI-Powered Sentiment Analysis and Stakeholder Intelligence
- Personalization at Scale: AI and Customer Experience

Day Four

- AI-Powered Lead Generation and Marketing-to-Sales Alignment
- Marketing Automation and Intelligent Customer Journeys
- AI for Influencer, Partnership, and Community Marketing
- AI-Powered Crisis Management and Communication
- Smart Campaign Optimization and Performance Management

Day Five

- AI-Driven Marketing Analytics, ROI, and Attribution
- AI for Innovation, Product Marketing, and Market Expansion
- Building an AI-Powered Growth Strategy
- AI Governance, Ethics, Privacy, and Responsible Marketing
- Future-Ready Marketing & PR: Innovation, Growth, and AI Transformation

Training Details

Course Duration

5 Days

Pre-Schedule

10 – 14 Jan 2027

Venue

London – Double Tree by Hilton Kensington

Training Fees Per
Person

KWD 1250 (One Thousand Two Hundred Fifty Only)

Course Fees Include

- ✓ Tuition documentation
- ✓ Curriculum and Training Handout
- ✓ Five star Coffee Break
- ✓ Completion Certificates