



Skills
International
for Training & Consulting

سكيز
الدولية
للتدريب والإستشارات

**AI-Powered Strategic Marketing & Public
Relations**

Course Introduction:

Artificial Intelligence is transforming the way organizations develop marketing strategies, engage audiences, manage their reputation, and build meaningful relationships with stakeholders. AI-Powered Strategic Marketing & Public Relations provides a practical and strategic understanding of how AI can be integrated into marketing and public relations to improve decision-making, audience insights, content creation, communication effectiveness, and organizational growth.

The course combines strategic marketing and PR principles with emerging AI technologies, enabling participants to understand how to use AI responsibly and effectively while maintaining creativity, authenticity, human judgment, and brand integrity.

Course Objectives:

- ✓ Understand the role and impact of AI in modern marketing and public relations.
- ✓ Develop AI-powered marketing and communication strategies.
- ✓ Use AI to analyze audiences, markets, competitors, and trends.
- ✓ Apply AI tools to content creation and campaign development.
- ✓ Enhance PR planning, media relations, and reputation management using AI.
- ✓ Leverage AI for customer and stakeholder engagement.
- ✓ Use data and predictive insights to support strategic decision-making.
- ✓ Automate selected marketing and PR processes effectively.
- ✓ Identify ethical, legal, and reputational risks associated with AI.

- ✓ Build integrated AI-powered marketing and PR campaigns.
- ✓ Measure campaign performance using AI-driven analytics.
- ✓ Develop future-ready strategic communication capabilities.

Who Should Attend?

- Marketing Managers and Directors
- Public Relations and Corporate Communications Professionals
- Brand Managers
- Digital Marketing Specialists
- Social Media Managers
- Marketing and PR Consultants
- Communication Strategists
- Business Development 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

- AI-Powered Social Media Strategy and Management
- AI for Public Relations Planning and Campaign Development
- AI-Enhanced Media Relations and Journalist Engagement
- AI for Reputation Management and Brand Monitoring
- Social Listening and Real-Time Sentiment Analysis

Day Four

- AI-Powered Customer Experience and Stakeholder Engagement
- Personalization and AI-Driven Customer Journeys
- AI for Influencer Marketing and Digital Partnerships
- AI-Powered Crisis Communication and Reputation Protection
- Marketing Automation and Intelligent Workflow Optimization

Day Five

- AI for Campaign Performance Measurement and Analytics
- AI-Powered Search, SEO, and Digital Visibility
- Ethical, Legal, and Responsible Use of AI in Marketing and PR
- Building an Integrated AI-Powered Marketing and PR Strategy
- The Future of AI in Marketing, Public Relations, and Strategic Communication

Training Details

Course Duration

5 Days

Pre-Schedule

22 – 26 Nov 2026

Venue

London – Double Tree by Hilton Kinsington

Training Fees Per
Person

KWD 1250 (One Thousand Two Hundred Fifty Only)

Course Fees Include

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