How to Integrate AI into Marketing Education

Sparking creativity using AI with limits?

John Hadjimarcou
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The “average” creativity has gone up dramatically

- Teaching marketing and asking students to be creative has usually been one of my most dreaded experiences as a teacher
  - Can you give us examples?
- AI can generate hundreds of ideas in seconds and can modify them based on the prompts that we provide.
- Allows students to focus on the “marketing” of the ideas instead of the painful and often unsuccessful process of generating one “good” idea.
- What is the key: teaching students to use the proper context and provide the best prompts to extract this information
- You can also ask them to choose the top 5 ideas and elaborate on why they chose the best one.

Assignment policies to encourage use and discourage misuse

- Consider the following before you decide about the use of AI in your classes:
  - AI detection tools are not fool-proof; they are getting better
  - Are you willing to take a chance to accuse a student falsely?
  - Consider the benefits vs. costs
  - Does AI diminish what we learn, or does it amplify our learning?
  - AI can do all writing assignments better than most humans.
  - Will my students be at a disadvantage if they do not learn how to use AI?
Considerations for Policy Options

- If you decide to allow students to use AI:
  - Appeal to their good nature by discussing issues such as integrity, trust, respect, and accountability
  - Engage them in the creation of a policy
  - Avoid using the use of AI to create a sense of fear and intimidation
  - Encourage students to disclose fully how they used AI and what they learned from it
  - Ultimately, is a paper mill better than using AI as long as you are fully aware of its use?

Other resources you might want to check out

- Recommended new book: Teaching with AI by Jose Antonio Bowen and C. Edward Watson (2024), Johns Hopkins University Press
- teachingnaked.com/prompts
- Huggingface.co/chat
- Teaching-related AI applications: tutoring, syllabus development, exam creation, grading, synthesizing, reviewing, example generation, summarizing, criticizing, OER materials
- Tutoring: AI Tutor (aitutorpro.ca), CoachTutor (poec.com/CoachTutor), Maizey (Univ of Michigan)
Benefits of GenAI
Practice and Research

“Will not consider applicants in 2-3 years that don’t know how to use AI to augment work.”
Chief HR Officer, CMO, and more

“BCG survey of CMO officers discovered 2/3 were exploring GenAI for personalization and 1/2 were exploring for content generation.”
Alavi & Westerman, 2023

“AI won’t replace you, but a person using AI will.”
Unknown

“80% of Fortune 500 companies already have employees using ChatGPT for work.”
ChatGPT, 2024

“93% of CMOs reporting positive or very positive improvements in how they organize their work”
BCG, 2023

“Executives surveyed during a 2023 Gartner AI webinar say that the marketing function is second only to IT in its adoption or intent to adopt GenAI solutions.”
Gartner, 2023
**Benefits of Gen AI**
Practice and Research

<table>
<thead>
<tr>
<th>Improves Performance</th>
<th>Increases Task Completion</th>
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<tbody>
<tr>
<td>ChatGPT in current form improves performance by 40%. (Dell'Acqua et. al., 2023)</td>
<td>12% increase task completion. (Dell'Acqua et. al., 2023)</td>
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</tbody>
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<tr>
<th>Reduces Skill Disparity</th>
<th>Reduced Divergence</th>
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<td>“Bottom half skill performers exhibited most substantial surge in performance (43%), compared to the top half skill subjects (17%).” (Dell'Acqua et. al., 2023)</td>
<td>When users over rely on AI, the divergence of ideas drops by 40%. (Dell'Acqua et. al., 2023)</td>
</tr>
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</table>

**Use Cases**
Industry

- Advertising Content Creation
- Sales Outcomes
- Product Development
- Data Analysis
- Understanding Touchpoints
- Performance Feedback
- Customer Segmentation
- Image Creation
## Use Cases

**Student Support & Retention**
- Personalized Content Tutoring
- Quantitative Troubleshooting
- Writing Support
- Course Q/A

**Faculty Productivity**
- Research
- Lesson Plans
- Syllabus Development
- Assignment Ideas
- PPT Outlines
- Curriculum Development

**Student Learning & Productivity**
- Brainstorming
- Debate Partner
- Coding
- Feedback & Assessment
- Professional Development

## University Resources

**Teaching Centers**
- University of Florida
- University of Iowa
- University of Southern California
- Vanderbilt University
- Stanford University
- Harvard University
- University of Mississippi
- Northwestern University
Available Resources: ChatGPT

Integrating AI into Marketing Curriculum: Challenges

Syllabus Ethics and Use Statement Example 1: Shorter Statement

Use ChatGPT as a learning assistant, not as a crutch. If you use it, cite it at the top of your code. You are responsible to make sure that any code or content does what it is supposed to do and says what you want it to say. Don’t accept anything it generates at face value without checking it critically. These days potential employers will expect you to know how to use tools like ChatGPT to generate code, so it is a skill we need to teach you. If it helps you learn some things faster, GREAT because we can spend class time on more interesting topics. Just remember: If you REALLY want to be good, work for it.

Syllabus Ethics and Use Statement Example 2: Longer Statement

Mitigating Disruptions

- Preserve critical thinking through balanced integration.
- Introduce ethical considerations.
- Develop skills to interact with prompts.
- Develop skills to interact with hallucinations.
- False positives through Turnitin.
Integrating AI into Marketing Curriculum: Opportunities

**START SMALL**

- **Chat with Syllabus**
  Upload your syllabus and create a personal GPT.

- **Trial/Error**
  Allow students to troubleshoot Python code using ChatGPT.

- **Writing Support**
  Allow students to use ChatGPT to refine integrated marketing communications.

**GO BIG**

- **Personalized Tutoring**
  Create a personalized tutor by feeding ChatGPT open source documents and instructor produced content.

- **Data Analysis**
  Allow students to conduct a regression analysis with a small dataset in ChatGPT and another program to compare results.

- **Product Development**
  Create an assignment similar to the one in the working article from BCG and Harvard.
QUESTIONS?
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Upcoming AI Related Special Issues:
CFP Online Soon: Marketing Education Review – Special Issue on Artificial Intelligence in Marketing Education. Contact Melanie Richards (richardmb@mail.etsu.edu) or Chelsie Dubay (dubayc@mail.etsu.edu) for more information. Due date is May 2025.
CFP Online Soon: Journal of Marketing Theory & Practice – Special Issues on Big Data, Analytics and Ethics – contact Dana Harrison for more information. Due date is October 2024.

Journal of Marketing Analytics: https://resource-cms.springernature.com/springer-cms/rest/v1/content/26953650/data/v1
When I realize ChatGPT can do my job for me

When I realize ChatGPT can do my job for me
Issues and objectives

- Thinking critically about generative AI use
- Creative and effective use
- Using generative AI for teaching
- Ethics: bias, accuracy, reliability, plagiarism

AI-Powered Content Creation

**Generative AI for Engaging Content**
Use generative AI models like GPT-4 and DALL-E to assist students in creating captivating social media content. Encourage experimentation with different prompts and techniques while emphasizing brand authenticity and ethics.

**AI-Driven Content Optimization**
Introduce students to AI-powered tools that analyze performance, identify trends, and suggest effective content formats and posting times. Empower students to refine their strategies for maximum engagement.

**Ethical Considerations**
Discuss the ethical implications of AI in content creation, including data privacy, transparency, and authenticity. Help students navigate risks and biases associated with AI-generated content.
How to Integrate AI into Marketing Education

- **Generative Artificial Intelligence (GenAI)**

  Generative Artificial Intelligence (GenAI) is a technology that possesses the potential to revolutionize our understanding of thinking, knowledge, and truth, albeit in unpredictable ways. To comprehend how GenAI will shape human thinking, it is crucial to engage with it in low-risk environments that allow for risk-taking and creativity. These contexts enable the exploration of the interplay between AI-informed work and existing skills and ideas. Additionally, it is imperative to facilitate dialogue and provide thoughtful feedback on these interactions with GenAI.

  You may use generative AI tools like ChatGPT®, Claude®, Perplexity®, Bing Chat®, Bard® (Palm AI, MakerSuite) to assist with scripting your video content. For example, you can use Social Media Meme for content creation. Compare results with classmates after documenting your prompt wording and AI outputs. Use the Project AI Documentation Grid and discuss the quality of content received from GenAI tools.

  Please proceed to the Discuss section.

Additional Resources

Here are additional resources on AI-generated misinformation and disinformation:

- **AI Misinformation: Why It Works and How to Spot It** (CNET)
- **How Generative AI is Boosting the Spread of Disinformation and Propaganda** (MIT Technology Review)
- **How AI will Turbocharge Misinformation — And What We Can Do About It** (Axios)

### AI for Audience Insights

1. **Audience Segmentation**

   Use AI-driven techniques to analyze user data and create targeted customer profiles. Craft tailored social media strategies for specific audience segments, fostering engagement and brand loyalty.

2. **Predictive Analytics**

   Utilize AI-powered predictive analytics to anticipate trends, adapt strategies, and position your brand as a thought leader in the industry.

3. **Sentiment Analysis**

   Monitor user sentiment on social media using AI-based tools. Gain insights to address pain points and cultivate stronger brand-customer relationships.
Academy of Marketing Science

How to Integrate AI into Marketing Education

Optimizing Social Media Campaigns

Automated Content Curation
Introduce students to AI-powered tools that automatically curate and share relevant, high-quality content from various sources. Show how these tools help maintain an active social media presence without manual content creation.

AI-Driven Advertising
Educate students on AI in social media advertising, including automated ad targeting, dynamic creative optimization, and performance analysis. Empower them to improve the efficiency and effectiveness of their ad campaigns.

Conversational AI
Introduce students to conversational AI tools like chatbots and virtual assistants in social media. Show how these tools enhance customer service, automate inquiries, and provide personalized experiences.
Measuring Impact

1. **AI-Powered Insights**
   Discover AI-driven analytics tools for deep social media insights. Optimize strategies based on audience behavior, content engagement, and campaign effectiveness.

2. **Evaluating AI Biases**
   Explore potential biases in AI analytics and decision-making tools. Understand their impact on data interpretation and marketing strategies.

3. **Measuring ROI**
   Learn how to measure ROI in AI-integrated social media marketing. Track KPIs, attribute conversions, and demonstrate tangible business impact.
Academy of Marketing Science
How to Integrate AI into Marketing Education

Analytics in Strategic Marketing

- Marketing Analytics Tools
- Adaptation to Knowledge Level
- Machine Learning, GAI, Data Analysis, and Coding

Tableau - RapidMiner

Innovation with AI

1 Ideation and Brainstorming

Use AI-powered tools for creative thinking and innovative social media strategies. Generate unique content ideas, identify trends, and develop standout campaign concepts.

2 Collaborative Workflows

Integrate AI-powered collaboration tools to streamline processes, enhance communication, and foster cross-functional teamwork. Simplify ideation, content creation, and campaign management.

3 Experimental Mindset

Encourage an experimental mindset with AI in social media marketing. Continuously test, iterate, and optimize strategies based on AI-driven insights for ongoing improvement.
Documentation and Reflection Requirements

Students are expected to document their AI use in writing projects through:
- Appropriate in-text citations and references for AI-generated content
- AI Use Statements noting if and how AI was utilized
- Completion of AI Documentation Grids detailing specific AI interactions

Project AI Documentation Grid:

<table>
<thead>
<tr>
<th>Project stage</th>
<th>List AI use and prompts</th>
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<tbody>
<tr>
<td>Stage one: research and inquiry (e.g. research brainstorming, information and data collection, summary, bibliography creation)</td>
<td></td>
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<tr>
<td>Stage two: project formulation (e.g., project planning, developing outlines and graphics, drafting materials, media creation)</td>
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<tr>
<td>Stage three: revision (e.g., editing materials, revising language, formatting, proofreading)</td>
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Ethical use in class

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<tr>
<td>- Generative AI introduction: Use AI to generate a brief introduction of your product or professional profile. Reflect on the output—does it capture the essence of what you wanted to convey?</td>
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<tr>
<td>- AI-aided platform selection: Use generative AI tools to analyze the best platforms for your target audience. Document the AI's suggestions and provide a rationale for your final platform selection.</td>
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<tr>
<td>- AI-generated visuals or descriptions: Use generative AI tools to do one of the following:</td>
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<tr>
<td>- Create mock visuals for your campaign.</td>
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<td>- Generate descriptions of potential content pieces.</td>
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<tr>
<td>- Reflect on the results, making any necessary adjustments to align with your campaign vision.</td>
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<tr>
<td>- AI-driven interactive elements: Utilize AI to suggest interactive elements that could be incorporated into your campaign, such as polls, contests, or challenges. Consider the feasibility of these suggestions and choose the ones that best fit your goals.</td>
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<tr>
<td>- Metrics and AI analytics: Identify the key metrics you would use to measure the campaign's success. Explore how generative AI can assist in predicting or analyzing these metrics for optimal results.</td>
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Airbus

- Successfully promote its new A350 XWB aircraft.
- Educational content about aviation and aerospace.
AI-Powered Future

1. Digital Landscape
   Integrate AI into social media marketing curricula to equip students with skills to thrive in the digital landscape. Empower students to leverage AI technologies, make data-informed decisions, and drive innovation in their marketing strategies.

2. Ethical AI Practices
   Address ethical considerations in AI use. Instill strong ethics in students to navigate AI-powered technologies with integrity and safeguard audience trust.

3. Future of Digital
   Stay ahead of the curve in AI-transformed marketing. Continuously adapt curricula to reflect the latest trends and best practices. Empower students to lead in the evolving world of digital marketing.

QUESTIONS

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