

AI-Driven Content Creation and Campaign Management*

MKT 4339.501

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1 Professor Contact Information

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2 Pre-requisite

MKT 3300. Repeat Restriction.

3 Course Description

This course teaches the necessary techniques to create and test effective marketing campaigns using AI technology. Students will purchase and utilize industry-standard applications used by professional marketers to manipulate images for testing in multiple mediums such as paid and unpaid social media, print, outdoor. The course will also focus on understanding the implications of these new technologies for business strategy, as well as the economic and societal implications.

4 Cost of Materials

There is no required textbook for this course. All software used in the course will be open-source and/or freely available online. You will need a laptop to participate in the hands-on

activities during class.

API Costs: Some of the AI tools we will use in this course may require you to sign up for API keys and incur usage costs. This means you may need to purchase credits or pay as you go to access certain AI models. I will provide guidance on how to minimize costs and monitor your usage. API costs are typically very low (a few dollars per semester), but they can add up if you are not careful.

5 Learning Objectives

By the end of this course, you will be able to:

- Understand—in broad terms—how AI models work.
- Write effective prompts to extract the best responses from AI models.
- Use AI to generate a variety of content types, including text, images, and videos.
- Critically evaluate the quality of AI-generated content.
- Develop proof-of-concept websites and data analytics dashboards by “vibe coding”.
- Automate workflows using the power of AI without writing any code.
- Create AI agents to perform complex tasks on your behalf.
- Critique and evaluate the implications of AI for business strategy and society.
- Realize the dangers of generative AI, including prompt injection attacks and copyright infringement.
- Incorporate AI tools into your personal and professional life.

6 Assignments

At the end of some sessions you will be given a take-home assignment to complete individually or in groups. You are not only allowed to use AI tools to complete these assignments, but you are encouraged to do so. When you use AI, you must disclose which tools you used as well as your prompts or instructions.

Then at the beginning of the next session, you will present your work to the class. The other students and I will play devil’s advocate and critique your work, so be prepared to defend

your logic!

For the most part, there is no right or wrong answer to these assignments. My goal is to get you to think critically about the possibilities and limitations of AI technology. Your group-work grade will be based on the quality of your reasoning and your ability to defend your work, not on whether you got the “right” answer. See the 8.2 for more details.

6.1 Deadlines, Late Submissions, and Resubmissions

Each assignment has a deadline which should not be missed. Late submissions will result in a grade of zero, unless you have a valid excuse (e.g., illness, family emergency) and the assignment is individual (not group) work. You are strongly encouraged to submit your assignments in time and avoid last-minute submissions because technical issues may arise (e.g., internet outage, computer crash, etc.).

To simulate real-world scenarios where you will submit work to clients or supervisors, resubmissions will not be accepted.

6.2 File Upload

You will upload your assignments to the course’s learning management (eLearning) according to the deadline. If the assignment is a website or an app, zip all files and upload it. These files may include screenshots and other relevant data (e.g., a text file containing your prompts, peer evaluation scores, etc.). Make sure to name the file appropriately (e.g., [Assignment1_GroupName.zip](#)).

7 Group Work

7.1 Forming Groups

We will form groups in the class during the third session. You will work with the same group for the rest of the semester. You can choose your own teammates, or I can assign you to a group if you prefer.

7.2 Peer Evaluation

No one likes free-riders (even free-riders do not like other free-riders). Therefore, when you submit group assignments, you must also score the contribution of each group member in your answer (on a scale of 0 to 1, where 0 = no contribution, 0.5 = average contribution, and 1 = exceptional contribution). Multiple people can receive a score of 1 if they all contributed equally.

The grade your group receives will be multiplied by these scores to determine each member's individual grade. For example, if your group receives a grade of 90% on an assignment and your teammate's contribution score is 0.5, then their grade for that assignment will be 45%. If your contribution score is 1, then your grade will be 90%.

Special Cases: If you are unable to contribute to a group assignment due to illness or other extenuating circumstances, please let me know as soon as possible. In such cases, I may allow you to complete the assignment individually.

8 Grading

There are no exams or quizzes in this course. Your midterm and final grades will be the average of the highest 3 assignment grades up to that point in the course. This means that if you miss an assignment or do poorly on one, it will not significantly impact your overall grade.

8.1 Grading Scale

Percentage	Letter Grade	Percentage	Letter Grade
97–100%	A+	73–76%	C
93–96%	A	70–72%	C-
90–92%	A-	67–69%	D+
87–89%	B+	63–66%	D
83–86%	B	60–62%	D-
80–82%	B-	0–59%	F

Percentage	Letter Grade	Percentage	Letter Grade
77–79%	C+		

8.2 Presentation Rubric

Most of your assignment grades will be based on your presentation performance. The following guideline may seem overwhelming, but don't worry! Presenting is a skill that you, as a marketer, will need to master in your career. The more you practice, the better you will become.

8.2.1 Presentation Format

PowerPoint/Google Slides are not required for your presentations. You can simply share your screen and walk us through your work. For example, if you created a website, simply open it in your browser and show us around.

8.2.2 Time Management and Q&A

For each assignment you will be given a certain amount of time to present your work. Let's say you have 10 minutes to present. You can use this time however you want. For example, you can spend 7 minutes presenting your work and 3 minutes answering questions from the audience. Or you can spend 5 minutes presenting and 5 minutes answering questions. It's up to you!

Presentation time should not exceed the allotted time. If you go over time, your group score will be penalized by 10% for each extra minute (or part thereof) you take beyond the allotted time. For example, if you have 10 minutes to present and you finish in 10 minutes and 15 seconds, your group score will be reduced by 10%.

The audience is encouraged to ask you challenging questions about your work. For example, they might point out edge cases you haven't covered in your system prompt. When someone in the audience asks a question, you have an opportunity to respond to them. After that, we will have an anonymous vote by the audience (including the person who asked the question) to determine if your answer was satisfactory.

If ≥ 50 of the votes say “yes”, you will not lose any points, otherwise you will lose 3% of your total group score and the person who asked the question receives +1 point towards their total mid-term or final grade. For instance, if your group score so far is 85% and the audience votes “no”, your score becomes 82%. Meanwhile, the person who asked the challenging question boosts their mid-term/final grade from, say, 96% to 97%, resulting in A+ instead of A!

You are expected to answer **5 total questions** from the audience (5 different people). You can choose whose question to take. If you receive fewer than 5 questions, you should pro-actively engage the audience and perhaps call out someone to get their feedback on your work. We won't vote on feedbacks, so they don't impact your group score and don't result in any bonus points for the audience either. If you respond to fewer than 5 questions/feedbacks in your presentation time, you will lose 4% for each unanswered question. For example, if you answer only 3 questions, your score will be hurt by 8%. Therefore, *time management is key!* Don't let the audience take too much of your time with their questions; help them get to their point ASAP (they might be intentionally/unintentionally wasting your time).

9 Class Structure

9.1 Attendance

While attendance is not mandatory, it is highly recommended because this course is designed to be interactive and participatory. Nearly all learning will occur during class sessions, and not attending class will likely result in a poor performance in the course.

9.2 Punctuality

To respect each other's time, please arrive no later than 5 minutes after the class starts.

9.3 Participation

Make sure to participate in class discussions and activities! There is no participation grade, but your engagement will enhance your learning experience and gives you a chance to practice social skills that are important in the workplace.

9.4 Nametags

Please write your name on a nametag or a piece of paper and bring it to each class.

9.5 Laptops

Since this is a hands-on course, you will need to bring your laptop to each class. Please make sure your laptop is fully charged before class or bring your charger with you.