

Artificial Intelligence in Marketing*

MKT 6364.501

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*This syllabus is subject to change at the discretion of the instructor.

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1 Professor Contact Information

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- **Office Hours:** TBA

2 Pre-requisite or Co-requisite

OPRE 6301 or OPRE 6359 or MKT 6379.

3 Course Description

Combines theory with hands-on practice. Includes the different types of AI models within marketing use case scenarios along with prompt engineering, data governance, copyright issues, privacy, and ROI considerations. Addresses how to effectively work with developers in writing business requirements, feedback loops, and long-term quality control. Low or no-code platform used which provides a simple interface that uses machine learning to help solve marketing deliverables such as customer churn or content generation. Geared toward marketing and business students with no programming or advanced analytics skills.

4 Textbook and Materials

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

class.

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 most 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 the 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.

6.1 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.

6.2 Deadlines and Late Submissions

Assignments are due at the beginning of the next class session. Late submissions will not be accepted unless you have a valid excuse (e.g., illness, family emergency) and the assignment is individual (not group) work.

6.3 File Upload

You will upload your assignments to the course's learning management (eLearning) before the start of the next class session. If the assignment is a website or an app, zip its files and upload alongside a screenshot and other relevant files (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

At the beginning of the third session, you will form groups of 3-4 students. 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 Group Names

Naming things is hard! Therefore, you will be given 10 minutes to come up with a creative name for your group, preferably something related to AI or marketing. You can of course use AI to help you brainstorm ideas.

7.3 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.

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.