

AI-Driven Content Creation and Campaign Management

MKT 4339.501 — Fall 2026

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

1 Instructor Information

- **Name:** Behnam Mohammadi
- **Affiliation:** Assistant Professor of Marketing, Jindal School of Management, UT Dallas
- **Email:** bxm180038@utdallas.edu
- **Office Location:** JSOM II 13.310
- **Office Hours:** Per appointment. Email me to schedule.

2 Prerequisites

- MKT 3300. (3-0) Y
- You must bring a **personal laptop** to every class session. This is non-negotiable as the course is entirely hands-on.
 - **iPads, tablets, phones, and Chromebooks are not acceptable.** You need a full operating system (Windows, macOS, or Linux) to run the software we will use.
 - **Work laptops are not recommended.** We will install software during the semester, and your machine must allow you to install applications without IT approval.
- Make sure your laptop is charged or bring your charger.
- No prior programming experience is required, but you should be comfortable navigating your computer's file system and installing applications.

IMPORTANT: READ BEFORE ENROLLING

There is **no textbook** for this course. Instead, you will pay for **API access and**

possibly subscriptions to AI tools used throughout the semester. These are required, not optional. Your total out-of-pocket cost will not exceed what you would spend on a typical textbook, but the exact amount depends on your usage.

These costs are **your responsibility**. As of now, the university does not cover them.

3 Course Description

This course teaches you how to use AI, specifically large language models (LLMs) and agentic AI systems like the mechanism used in Claude Code, to create marketing content, automate workflows, and build intelligent tools. The emphasis is on practical, hands-on skills using no-code and low-code platforms, particularly **n8n** for workflow automation. You will gain enough conceptual understanding of how these systems work (tokens, context windows, tool/function calling, agent architectures) to use them effectively and evaluate their output critically, without needing to understand the math behind the models.

4 Learning Objectives

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

- Explain, in practical terms, how large language models process text and generate responses.
- Write effective prompts using well-established techniques (system prompts, few-shot examples, chain of thought).
- Use AI to generate marketing content (text, copy, structured data) and critically evaluate the output.
- Understand what tool/function calling is and why it matters for connecting AI to real-world systems.
- Build automated workflows in **n8n** that integrate AI with marketing tools and data sources.

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- Create AI agents that can reason, use tools, and complete multi-step tasks on your behalf.
 - Identify risks of generative AI such as hallucinations, prompt injection, copyright issues, bias, and mitigate them.
 - Incorporate AI tools into your personal workflow and professional practice.

5 Class Structure

- **When:** Mondays, 7:00 – 9:45 PM
- **Where:** JSOM 2.107

Each session is split into two halves with a break:

Block	Time
Part 1	7:00 – 8:15 PM
Break	8:15 – 8:30 PM
Part 2	8:30 – 9:45 PM

Sessions combine instruction with live, hands-on work. You will follow along on your laptop during most sessions.

6 Semester Schedule

The schedule below lists every class session, assignment post/due dates, and holidays. Topics are tentative and may shift as the semester progresses.

6.1 First Half: Foundations

Session	Date	Topic (tentative)	Assignments
1	Mon, Aug 24	Course overview; AI landscape	—

Session	Date	Topic (tentative)	Assignments
2	Mon, Aug 31	How LLMs work (tokens, context, temperature)	A1 posted
—	Mon, Sep 7	NO CLASS — Labor Day	—
3	Mon, Sep 14	Prompt engineering fundamentals	A1 due Sun, Sep 13; A2 posted
4	Mon, Sep 21	Structured outputs and content generation	—
5	Mon, Sep 28	Evaluating AI output; limitations and failure modes	A2 due Sun, Sep 27; A3 posted
6	Mon, Oct 5	APIs and tool/function calling (conceptual)	—
7	Mon, Oct 12	Mid-semester review	A3 due Sun, Oct 11

Midterm grades due: Saturday, October 17. Midterm grade = average of your scores from Assignments 1–3.

6.2 Second Half: Agentic AI and Workflow Automation

Session	Date	Topic (tentative)	Assignments
8	Mon, Oct 19	Introduction to n8n; your first workflow	A4 posted
9	Mon, Oct 26	Building AI-powered n8n workflows	—
10	Mon, Nov 2	AI agents: concepts, reasoning, tool use	A4 due Sun, Nov 1; A5 posted
11	Mon, Nov 9	Building agents in n8n	—
12	Mon, Nov 16	Advanced workflows and marketing applications	A5 due Sun, Nov 15; A6 posted
—	Mon, Nov 23	NO CLASS — Fall Break	—

Session	Date	Topic (tentative)	Assignments
13	Mon, Nov 30	Ethics, risks, and the business case for AI	A6 due Sun, Nov 29; A7 posted
14	Mon, Dec 7	Course wrap-up and review	—
—	Sun, Dec 13	—	A7 due

There is no final exam. Assignment 7 is due Sunday, December 13 at 11:59 PM (during finals week).

7 Assignments

All assignments are **individual work**. There are no group projects.

There are 7 assignments total. A new assignment is posted approximately every two weeks. Assignments never overlap; one closes as the next opens. You are encouraged (and often required) to use AI tools to complete assignments. When you do, you must disclose which tools you used and provide your prompts or instructions.

7.1 Deadlines

Each assignment is due on **Sunday at 11:59 PM**, approximately two weeks after it is posted. Exact dates are listed in the schedule above. Late submissions receive a **zero** unless you have a documented excuse (illness, family emergency, etc.). Submit early; technical problems at 11:58 PM are not an excuse.

Resubmissions are not accepted.

7.2 File Upload

Upload your work to **Canvas** by the deadline. If the assignment is a website or app, zip all files. Include screenshots, prompts, and any other relevant materials. Name the file Assignment#_YourName.zip (e.g., Assignment1_SarahCooper.zip).

7.3 Grading Timeline

Grades are returned within **2 weeks** of the submission deadline. Check Canvas for your scores and feedback.

Exception: Assignment 7 grades will be returned by the university's final grade deadline (Monday, December 21).

8 Grading

There are no exams or quizzes. Your grade is based entirely on assignments.

8.1 Midterm Grade

Required by the university. Your midterm grade is the **average of your scores** from Assignments 1–3 (the three first-half assignments). Since there are exactly 3 assignments in the first half, all three scores count.

8.2 Final Grade

Your final grade is the **average of your top 3 scores** from Assignments 4–7 (the four second-half assignments). First-half assignments **do not** carry into the final grade.

8.3 Bonus Points

While attendance is not mandatory, approximately **3 times** during the semester (unannounced), I will award a **bonus point** to every student who is present in class that day. Each bonus point adds **1 percentage point** to your final numeric grade. For example, if your calculated final grade is 87% and you earned 3 bonus points, your final grade becomes 90%.

8.4 Grading Scale

Letter grades are assigned from the final numeric grade (after bonus points) using the following standard scale:

Percentage	Grade	Percentage	Grade
97–100%	A+	77–79%	C+
93–96%	A	73–76%	C
90–92%	A-	70–72%	C-
87–89%	B+	67–69%	D+
83–86%	B	63–66%	D
80–82%	B-	60–62%	D-
		0–59%	F

9 Attendance and Participation

Attendance is not mandatory and is not graded. That said, nearly all learning happens during class sessions. If you do not attend, you will likely struggle with the assignments.

Please arrive no later than 10 minutes after the scheduled start time. Write your name on a nametag or piece of paper and bring it to each class.

10 Academic Integrity

You are expected to use AI tools in this course, that is the point. However, you must always disclose what tools you used and how. Passing off AI-generated work as your own reasoning, or copying another student's submission, is a violation of UT Dallas academic integrity policies and will be handled accordingly.

11 Accommodations

Students who need academic accommodations should contact the Office of Student Accessibility (SAC) and provide their accommodation letter to the instructor at the start of the semester.