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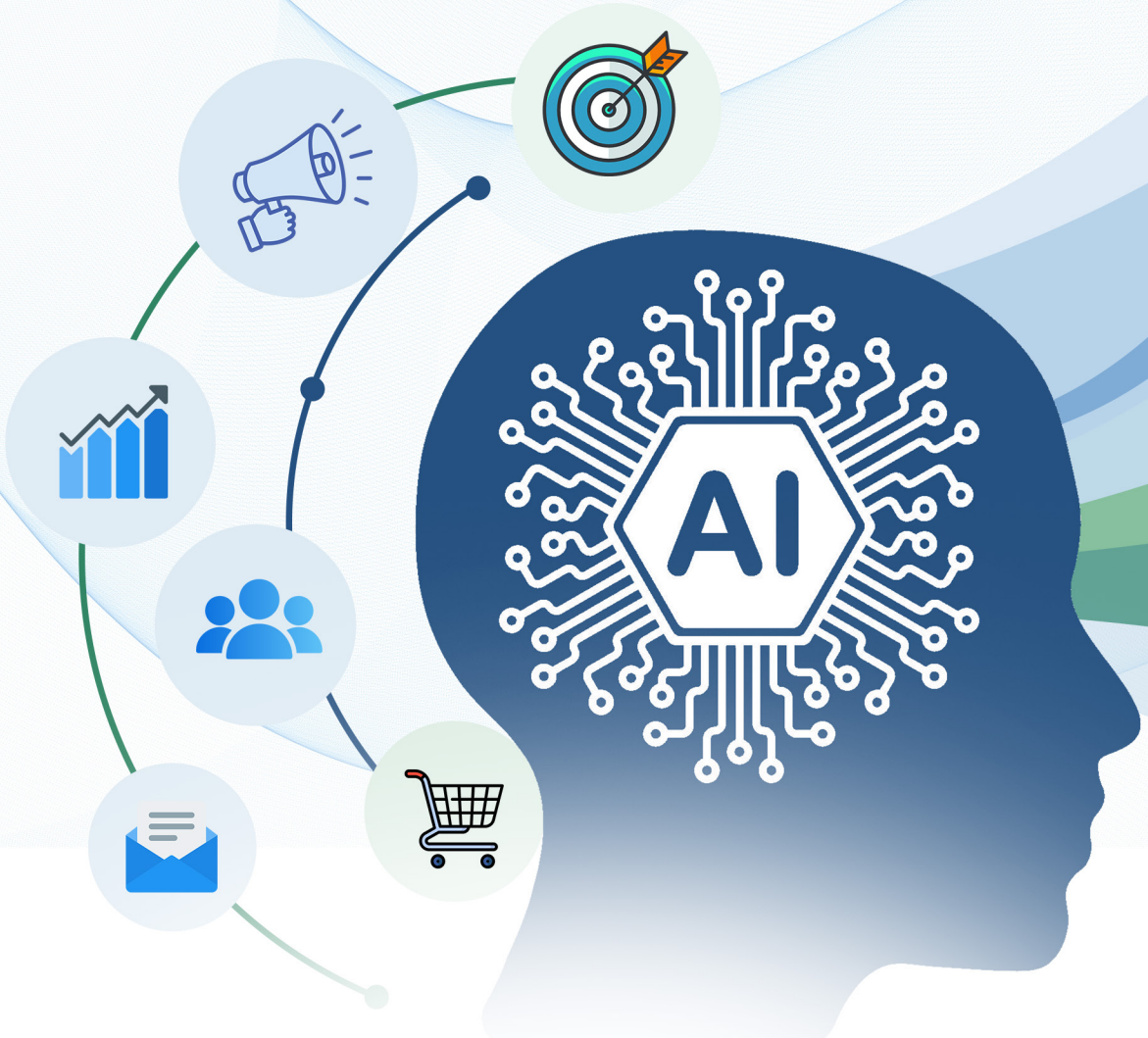
योगः कर्मसु कौशलम्

Globalizing Indian Thought

AI in Marketing

Foundations, Trends and Perspectives

December 14 – 18, 2026



PROGRAMME OVERVIEW:

Recent years have seen a tremendous increase in the use of artificial intelligence (AI), generative AI (GenAI) and agentic AI in marketing, across domains ranging from advertising and chatbots to personalization and analytics. In tandem, marketers' interest in understanding and determining the role of AI has grown rapidly.

Of particular importance is the need among marketers to map various trends in AI, arrive at strategies for using AI effectively, and develop their own perspectives on this game-changing technology. The 'AI in Marketing' programme enables participants to build such an understanding and perspective, through its broad coverage and mix of pedagogy.



PROGRAMME OBJECTIVE:

The 'AI in Marketing' programme will provide participants with a structured exposure to the various areas of marketing where AI adds value. Both strategic and tactical elements of AI use in marketing will be addressed.

LEARNING OUTCOMES:

- Develop a current perspective of the role of AI in marketing
- Acquire an ability to understand the consumer psychology of AI for better marketing outcomes
- Learn how various uses of AI in marketing such as hyperpersonalization and AI-powered analytics drive customer experience (CX)
- Understand how AI-driven martech (marketing technology) tools and the martech stack are used to perform m-ops (marketing operations)
- Gain a practical understanding of how marketing teams benefit from strategically deploying AI, while incorporating ethical use of the technology
- Develop ideas for how an organizational strategy for AI in marketing can be formulated
- Apply the learning in the programme to one's own work context



PROGRAMME CONTENT:

The programme consists of an introduction, core, and conclusion. The core of the programme is organized as three interrelated parts.

PART I



Consumer perception of GenAI use in marketing and its impact on social media engagement, purchase intention and other variables: AI-generated advertising, AI-generated influencers

Consumer use of GenAI and agentic AI, and implications for marketing: AI-based chatbots, personalization, AI shopping agents

PART II



Impact of AI proliferation on brands and marketing: rise of AEO and GEO, driving AI visibility of brands, impact on brand discovery and brand loyalty

Use of AI for personalization, marketing workflow automation, marketing analytics, and real-time campaign optimization

Use of AI-powered martech tools and building the integrated AI-powered martech stack

Orchestration of customer journey across touchpoints to deliver better customer experience

Use of agentic AI in marketing

PART III



A strategic approach to the use of AI in marketing: experimentation, pilots, and going beyond the hype

Ideas for AI transformation in organizations

Ethics, privacy, and the disclosure of AI usage in marketing

PARTICIPANT PROFILE:

Marketing executives, revenue and growth leaders, product marketing managers, entrepreneurs, and business owners aiming to understand how AI is used to drive value in marketing will benefit from the 'AI in Marketing' programme.

PEDAGOGY:

The 'AI in Marketing' programme uses a mix of pedagogical methods including case studies, interactive lectures, hands-on sessions with AI tools, practice discussions of relevant academic research, and interaction with industry experts.

FACILITATOR



Prof. Priya Narayanan

Associate Professor,
Marketing Management

Dr. Priya Narayanan is Associate Professor of Marketing at the Indian Institute of Management Kozhikode. Her work focuses on consumer psychology, AI in marketing, and marketing strategy. She teaches doctoral, MBA, and executive MBA courses in these areas, and has recently completed writing an academic- cum practitioner-oriented book on marketing strategy under contract with a leading university publisher. Her research has been published in leading academic journals such as Psychology & Marketing, Journal of Consumer Behaviour, and Journal of Strategic Marketing. Dr. Narayanan obtained her MBA and PhD from the Indian Institute of Management Ahmedabad. Prior to her PhD, she worked as a consultant with a global strategy consulting firm, and she continues to advise businesses and nonprofits on marketing.

Programme Fee:

RESIDENTIAL

Rs. 1,12,500

NON-RESIDENTIAL

Rs. 1,02,500

GST @ 18%

Discount will be available for IIMK Alumni & Corporate nominations (in group)

Cancellation Policy:

Joining instructions will be sent to the selected candidates10 days prior to the start of the programme. Kindly do not make your travel plans unless you receive the confirmation email from IIM Kozhikode. If the programme is cancelled, the participants or the sponsoring organization will have the option to either get the fee paid by them adjusted against any other future management development programme(s) of the Institute or get a refund. IIM Kozhikode will not be liable for any other expenses incurred by the organization or the participant. Also the transaction fee will not be refunded.



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