

## 23222-E Introduction to Artificial Intelligence in Marketing

### Advanced self-study course 5 credits

The concept of artificial intelligence (AI) and its potential current and future marketing applications is a hot topic in marketing. There are also many misconceptions of what AI can do for society, businesses, and customers. We are only seeing the beginning of it.

This course gives you an overview of artificial intelligence, its use and relevance for marketers and marketing research. It encourages you to critically reflect on existing knowledge, on the positive and negative consequences of AI for businesses and consumers, and on what it means for you as a future decision maker. The course tests your ability to combine knowledge from different sources and to critically express and discuss in writing what we know, do not know, and need to know about AI in a marketing context. The course introduces you to current topics and applications of AI in marketing, according to high quality marketing journals. You are encouraged to seek up current materials (documentaries, books) and to reflect also on the variety of negative consequences of AI for society and the sphere of marketing.

This is a self-study course. You need to have the motivation to learn by yourself, studying the materials, looking up other sources if you do not understand something, and leaving time for reflection. There are no lectures in this course (=self-study), but there are links to additional video materials.

To write a research proposal, you need broad knowledge of existing research areas. A general check will be made that students have taken marketing courses and are on the master level. Apart from that, it is up to you to decide if you are sufficiently prepared to take on the intellectual challenge of the course.

The assignments and Moodle exams require you to connect the different materials (book, articles, other resources) to your existing knowledge of marketing and consumer behaviour, and to reflect not only on what is, but what could be or should be considered when applying AI to marketing.

#### **Pre-requisite: Elements of AI course**

The course **pre-requisite** is that you take the massive open online course (MOOC) Elements of AI. Although it is a pre-requisite, **it can be performed during the course, before taking the exam**. In 2020-2021 the MOOC was included in this course. It has now been removed from the course 5 cr and substituted with new journal articles. This means that **you can get additional 2cr** transferred for the MOOC. You need to upload the certificate in Moodle for this course, to show that you have passed it. In order to get credits for the MOOC, fill in the transfer of credits form:

<https://www.hanken.fi/en/students/study-practicalities/forms>

You can get the credits transferred into marketing, or information science, for example. Alternatively, you can use them to get credits for the Global Competence module 9994 Data Analytics.

**Exception:** If you have already received credits for the MOOC within a course (such as the course 23145 in spring 2021), you cannot get additional credits for it. Credits cannot be given twice for the same work. However, read the separate instructions on how you can compensate before 31.9.2021.

Learning Goal	You have knowledge of fundamental aspects of AI and of marketing implications for business and consumers, including ethical considerations.
Learning objectives	By the end of the course, you will be able to: <ul style="list-style-type: none"><li>• Explain what AI is, and how it is or can be applied in marketing.</li><li>• Critically analyse the limitations of AI, and the implications of these limitations for business and consumers.</li></ul>

	<ul style="list-style-type: none"> <li>Construct relevant research questions on AI in a marketing context.</li> </ul>
Literature and other material	<p>O'Neil, Cathy (2016): Weapons of Math Destruction. How big data increases inequality and threatens democracy. Broadway Books, USA. 230 pages.</p> <p>Articles about 150 pages (without list of references) and online materials, which can be accessed in Moodle.</p>
Examination and grading	<p>0) Pre-requisite: receiving a pass grade for the MOOC.</p> <p>1) Assignments 40% (a research proposal, 36% of total grade, and a summary learning pitch, 4% of total grade).</p> <p>2) Moodle examination 60% (Quizzes 20% of total grade, 4h Home exam 40% of total grade)</p>
Work load	<p>134 hours non-scheduled work 100%. Approximate workload division:</p> <p>1) Literature study and examination of it: About 90h.</p> <p>2) Research Proposal and learning pitch: About 46h.</p>
Examination	<p><b>Quiz examination in Moodle</b></p> <p>There is a quiz exam on the literature, which includes quiz questions from the training quizzes that can be used to prepare for the exam. The quiz exam can be taken twice. The higher grade counts. The quiz should be taken before the home exam.</p> <p><b>Home exam in Moodle</b></p> <p>The 4h home exam in Moodle is based on the book and articles and may require you to relate the course material to current AI news links. The home exam can be taken twice within the course period, with the exception if you choose the final exam date, after which there is no resit possibility.</p> <p>Students can decide in which order they pass the research proposal assignment and the exams, but it makes most sense to pass the exams first.</p>
Individual Assignments	<p><b>Research proposal</b></p> <p>Write a short research proposal on AI in marketing, which can take off from one of the articles in the course, or from new articles that you find on the web. You can use other materials posted in Moodle as inspiration. Write about 3-4 pages including a research problem based on at least 5 relevant references, an aim/research questions that follow from the presented problem, and a description of how you would go about gathering data to answer the question(s). The proposal is evaluated on its viability, your ability to argue for a research gap, propose a relevant aim, and a sufficiently detailed empirical proposal for the reader to evaluate how you intend to answer the aim.</p> <p><b>Summary learning pitch</b></p> <p>Finally, write a one-page (approx.) pitch that you could present to a current or future employer on what relevant (important) knowledge you now have of AI in marketing and how you could employ it in companies. This will help you give an actual pitch in interviews, or list competencies in CV.</p>
Examiner	<p>Veronica Liljander (<a href="mailto:veronica.liljander@hanken.fi">veronica.liljander@hanken.fi</a>)</p>