

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 are hot topics in marketing research. Currently, there are many misconceptions of what AI can do for society, businesses, and customers.

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 all 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. You are encouraged to seek up current materials (documentaries, books) and to reflect not only on the positive but also the negative consequences of AI for society and the sphere of marketing. You may consider AI topics for term papers or for your master thesis. This course gives you the necessary basic knowledge to start such endeavours.

This is a self-study course, where you set your own deadlines and goals. You need to have the motivation to learn by yourself, study the materials, seek other sources if you do not understand something and leave time for reflection. In order to make it possible to take this course the year round, there are no lectures in this course (=self-study).

In order to relate existing AI literature to the field, you need broad knowledge of existing marketing research areas. If you are not a Master student in marketing, you cannot take this course.

The final assignment and home exam 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.

The course consists of a massive open online course (MOOC), an assignment, quiz and home exam.

Learning Goal	You have knowledge of fundamental aspects of AI and of marketing implications for business and consumers, including ethical considerations.
Learning objectives	<p>By the end of the course, you will be able to:</p> <ul style="list-style-type: none"> • Explain what AI is, and how it is or can be applied in marketing. • Critically analyse the limitations of AI, and the implications of these limitations for business and consumers. • Construct relevant research questions on AI in a marketing context.
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 are listed and accessed in Moodle.</p>
Examination and grading	<ol style="list-style-type: none"> 1) Receiving a pass grade for the MOOC. 2) Assignment 40% 3) Quiz and Home exam 60% <p>From Period 3 (18.1.2021-), grades are given on the 1-5 scale. All parts of the course need to be passed. You need 50% of the course points to pass and get the lowest grade of 1 (= sufficient). 60-69%=2, 70-79%=3, 80-89%=4, and 90-99%=5.</p>

Work load	<p>134 hours, non-scheduled work 100%. Approximate workload division:</p> <ol style="list-style-type: none"> 1) MOOC: 2 credits= 54h, but in reality less time (about half of that), which means that you can allocate more time to the proposal or literature. 2) Research Proposal: About 20h. 3) Literature exam: About 60h.
MOOC	<p>Helsinki University now gives two AI MOOCs. You can either one accepted in this course. The follow-up MOOC gives 1-2 credits. It does not matter which amount of credits you get, it is accepted here.</p> <p>ELEMENTS OF AI OPTION</p> <ol style="list-style-type: none"> 1) If you have not yet taken the Elements of AI course given by Helsinki University, take that. You can do it in any available language, but the answers to the two final assignments in the MOOC need be written in English before you upload them into Moodle. 2) Upload your assignment answers to the last two questions in the MOOC to Moodle. 3) Upload the certificate to Moodle <p>BUILDING AI OPTION</p> <ol style="list-style-type: none"> 1) If you have already taken the Elements of AI course, <u>and received credits for it at Hanken</u>, take the follow-up course. 2) Upload the certificate into Moodle <p>If you have already received credits for BOTH MOOCs at Hanken, or plan to get separate credits, see further options in Moodle.</p>
Individual Assignment	<p>Write a short research proposal on AI in marketing. It can take off from one of the articles in the course, from new articles that you find on the web, or any novel idea that you can motivate needs more research. You can use materials posted in Moodle as inspiration. Write 3-4 pages including a research problem based on at least 5 relevant references, an aim/research questions, 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 in this field, propose a relevant aim, and a detailed empirical proposal to answer the aim.</p>
Exam	<p>The quiz and home exam are based on the book and articles. The quiz includes multiple-choice, true-false, and essay questions. The exam is a 4h home exam at given dates. Together they form 60% of the grade.</p> <p>Students can decide in which order they pass the research proposal assignment and the exam.</p>
Examiner	<p>Veronica Liljander (veronica.liljander@hanken.fi)</p>