

Certified NextGen AI Marketer

A program designed by top marketing gurus and Wiley to enable new age marketers to assess and leverage the potential of AI, to enhance business growth and ROI, and serve customers better.





Research
shows
that

AI bots will power
85% of customer
service interactions
by 2020 - Inc.

20% of business content
will come from AI by 2018

Current marketing
optimization will provide
less than efficiency gains

Are you ready?

Data is a boon to marketers, but they struggle to rationalize differing versions of data stored in multiple systems of insight and engagement, including CRM, marketing automation platforms, campaign management platforms and account-based marketing solutions. In many legacy businesses today, data is not stored or used to its maximum potential. Human beings are now the limiting factor in marketing. Existing marketing constructs centred on human cognition simply cannot cope with the **volume, velocity, and complexity of modern customer engagement**. The **opportunity costs are growing** daily as data sits idle and interactions remain generic.

In these challenging times, leveraging the power of AI is what will provide marketers with the competitive edge. This carefully designed course addresses the challenges of modern day marketers and builds their capability to assess, build and leverage AI driven marketing.

About the Program

Developed by experts at Wiley and Clevered with inputs from the Wiley Innovation Advisory Council (WIAC) members* and leading industry experts in new age marketing, the three-month intensive program provides:

- An **experiential and outcome based learning approach**, integrating concepts and their applications in real-world contexts
- Exposure to **various AI and ML tools across the marketing stack** and several real world business use cases on application of AI and Machine Learning in delivering business outcomes
- Access to **multiple labwork and exercises**, including a code free environment which allows marketers to take back operation ready models and workflows
- First hand exposure to **building AI based marketing solutions without any technical expertise**
- Exposure to **frameworks, tools and technology environments** that can be leveraged by participants in their own functions and industry

Key Information

1.	Tenure of the program	3 months
2.	Live Online Classes	36 hours
3.	Labwork duration	22 hours
4.	Online courseware	25+ hours
5.	Workshop duration	16 Hours (2 days)
6.	Project work duration	16+ hours (month 3)
7.	Venue for the immersion sessions	Mumbai, Delhi, Dubai
	Program fees	

Who is it For?

The course is suitable for marketing professionals who aspire to use the breadth and volume of data and variety of AI tools and approaches, to impact data led decision making. For example: *marketers in FMCG, e-commerce, retail, media, banking and healthcare* working in areas such as *market research, digital marketing, marketing operations and media*.

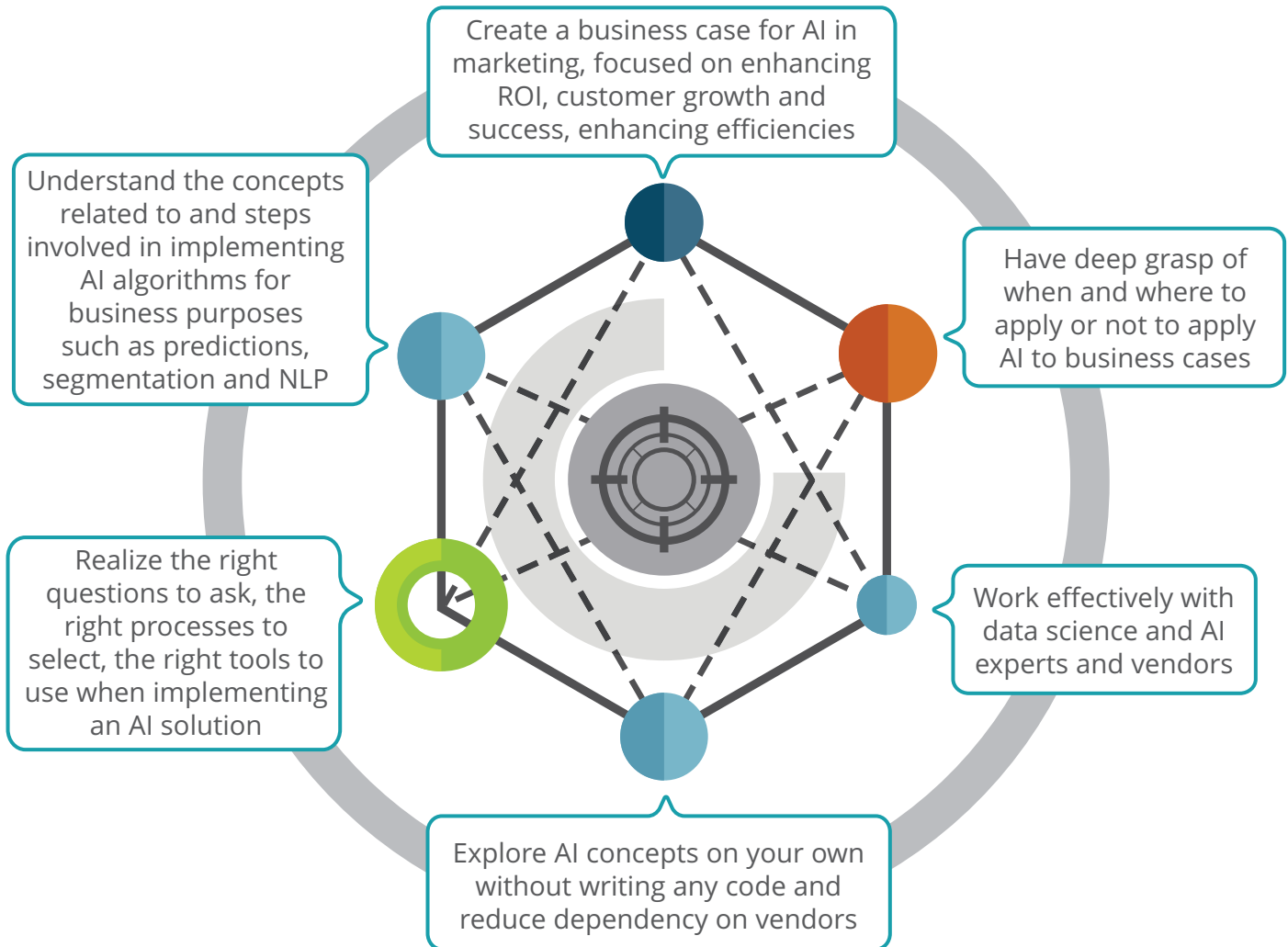
This program also adds tremendous value to:

- Product owners and their teams
- Marketing agency employees
- Account managers and sales heads
- Marketing consultants
- Startup founders
- CXOs



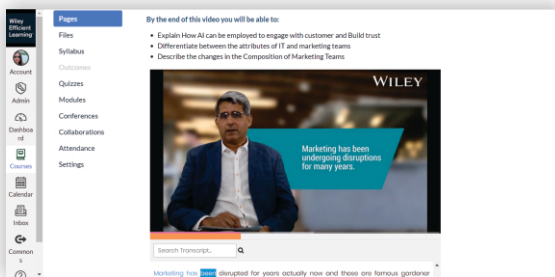
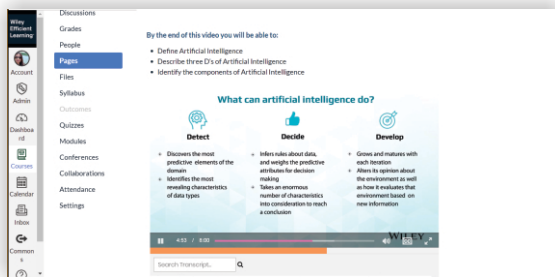
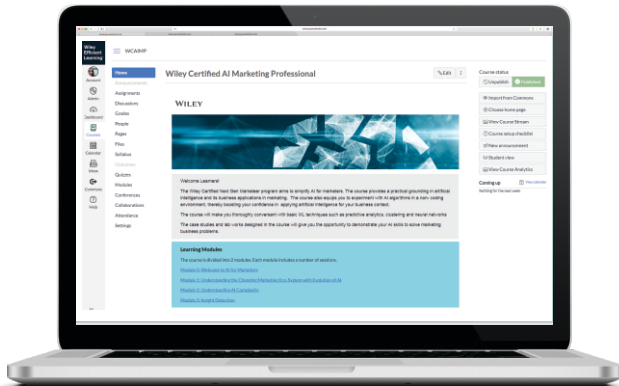
Certification by Wiley

Program Outcomes



What You Would Get

- ✓ Business focused learning from expert trainers and marketing gurus
- ✓ A hands on learning approach through various labs, case studies and activities
- ✓ Courseware based on Wiley's global standard content resources
- ✓ A no-coding lab environment that provides operation ready models and workflows for clear understanding of marketing workflows and application of AI
- ✓ A Capstone Project to connect the entire AI-driven marketing value chain
- ✓ Industry-recognized Certification from Wiley on passing the end of course examination
- ✓ Opportunity to interact with industry experts to understand key marketing tips, best practices and workflows across the marketing stack



Value Add of the Program

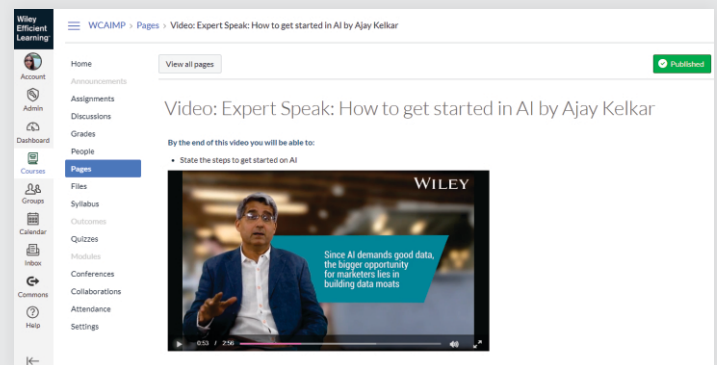
Benefits for participants:

- Deep understanding of how to leverage AI in marketing for maximizing ROI, enhancing efficiency and increasing business growth, acquiring and retaining customers
- Ability to evaluate implementation of AI into processes across marketing stack
- Clarity in using or automating data, understanding what data to use, when and how
- Ability to communicate clearly with IT and other data stakeholders within organization, and evaluate various AI vendors
- Acquaintance with various AI marketing tools available
- Identify the AI maturity index of the organization and make future plans

Benefits for organizations:

- Participants exposed to actionable analytics and AI or data-driven solutions to tackle various relevant business problems
- Participants develop an analytics mindset and are able to identify and frame the right business problems for AI based solutions
- Participants are able to analyze and implement AI within the organizations' existing business process and also evaluate various vendors
- Excellent opportunity to upskill potential employees to build AI based capabilities

State of the art Learning Management System by Wiley: an e-learning platform that provides the flexibility of learning anytime, anywhere and makes the learning convenient.



Tailored Pedagogy

- AI Accelerators: No Code labs
- Simulation: Real life cases
- Applied Learning: Projects

Program Structure

Pre-Course Introduction to AI in Marketing

Month 1

Module 1

Impact of AI on Changing Marketing Ecosystem

Introduces AI and ML and their application in marketing. Focuses on processes required to leverage AI as well as the key challenges. Also discusses how AI can impact sales enablement, customer acquisition and customer engagement

Module 2

Getting your AI Toolkit

Deep dives into ML, NLP and AI concepts or key algorithms and their applications. Also takes participants through the marketing tech stack and AI tools landscape across the stack. Provides a checklist for vendor evaluation

Workshop 1:

Evaluating Business Scenario to Identifying and Creating Your AI-Led Processes and Platforms, Evaluating AI Vendors

Month 2

Module 3

Insight Detection: Solving the Data Challenge

Covers how to detect right data, how to get the data ready for AI. Also includes section on data ethics and data privacy, as well as telling impactful stories from data

Module 4

Segmentation and Personalization: Know Your Customer Better

Includes how to identify customer personas and customer lifetime value with AI, understand customer buying patterns as well as deep dives into getting customer attention and retention leveraging AI

Month 3

Module 5

Optimizing AI Marketing ROI

Delves into impact of AI on marketing AI, how to optimize marketing mix modeling as well as attribution modeling

Module 6

Building an AI-Led Business Case

Helps understand how to assess maturity index and identify opportunities, and build a business case

Workshop 2:

Tying it Together: Solving marketing challenges using AI

Project Work

Key Mentor and Guide



Ajay Kelkar

Co-Founder Hansa Cequity

Ajay is an entrepreneurial leader with over 27 years experience across multinational, Indian and start-up companies. Over the last decade he co-founded Hansa Cequity as a concept and grew it profitably after attracting private equity as growth capital. He started his career with P&G and his last corporate assignment was as the CMO for HDFC bank before he pivoted his career towards entrepreneurship.

Advisors and Mentors



Abhay Johorey

Adobe – Head, Strategic Initiatives
A graduate from IIM Calcutta, Abhay has over 29 years of experience in the services sector with brands like IDFC Bank, Airtel and Aviva. He is currently heading Adobe for Strategic Initiatives. He was listed as the Greatest Marketing Influencer by CMO Asia (2018), has won the Alexander Graham Bell National award for service innovation (2014) & GSMA Award for the Best App (Global) (2013).



Anirudh Shah

Founder & CEO at 3LOQ Labs
Anirudh is an entrepreneur and engineer from Carnegie Mellon who has worked extensively with machine learning and NLP for over a decade. He has built companies like Keypoint Technologies and Cafyne and managed teams for 13 years.



Vani Garg Dixit

ZEE - Head Customer Management

A senior level professional experienced as a consumer specialist since last 20 years with cross-industry experience in FMCG, payments, retail and banking. Seasoned executive with proven history of building new customer centric opportunities for businesses.

About CLEVERED

Clevered was founded with a vision of reimagining learning by partnering with people in the lifelong learning journey through structured mentorship and upskilling programs.

Clevered is a launchpad that takes all that you have to offer and gives it the winning edge — transforming you into the best possible version of yourself through structured mentorship, career designing and immersive learning programs.

- 60+ years of industry experience in companies like Barclays and Standard Chartered bank, Accenture Management Consulting, among others, enables us to build best-in-class products and services for our customers.
- Deep technical expertise that helps us to blend technology and human expertise to build learning solutions and immersive learning programs.
- Over 70 years of experience in Change Management, Capability enhancement in exponential technologies, and Leadership growth through a unique partnership.



About Wiley Innovation Advisory Council (WIAC)

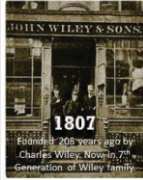
WileyNXT leverages the deep insights, expertise and experience of the **Wiley Innovation Advisory Council (WIAC)**, comprising 40+ leaders from industry and academia who influence the shape and direction of Industry 4.0, and is the approving and guiding body for the WileyNXT learning solutions. The Council works with WileyNXT to identify skills of future, create the learning framework and design learning solutions that will prepare learners as workforce of tomorrow.



Visit www.wileyinnovationcouncil.com to know more.

Wiley – The Global Leader in Learning Solution

200 years
of excellence



470+ Nobel
Laureates



Global Presence



Serving Learners



Leveraging technology and content-enabled solutions to drive the knowledge economy

Improve Access and Outcomes

EDUCATION

- 2800+ courses
- 527,000 students
- 179+ university partners
- 222+ online programs

Enabling Reskilling and Upskilling

- 40 million personality assessment end users
- 20,000 learning objects
- 6 million platform end-users
- 4000 global experts

EMPLOYMENT

Accelerate Discover, Validation

INNOVATION

- 1600 journals
- 1200 society partners
- 226 million full text downloads per year
- 15 million member researchers

Wiley empowers researchers, learners, universities, and corporations to achieve their goals in an ever-changing world. For over 200 years, Wiley has been helping people and organizations develop the skills and knowledge they need to succeed with digital education, learning, assessment, and certification solutions to help universities, businesses, and individuals move between education and employment and achieve their ambitions.

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