

NPTEL Video Lecture Topic List - Created by LinuXpert Systems, Chennai

NPTEL Video Course - Management - NOC:AI in Marketing

Subject Co-ordinator - Prof. Zillur Rahman

Co-ordinating Institute - IIT - Roorkee

Sub-Titles - Available / Unavailable | MP3 Audio Lectures - Available / Unavailable

- Lecture 1 - Understanding the basics of AI in Marketing - I
- Lecture 2 - Understanding the basics of AI in Marketing - II
- Lecture 3 - Understanding the basics of AI in Marketing - III
- Lecture 4 - Introduction to AI Algorithms
- Lecture 5 - Designs of AI, Transition process and AI matrix
- Lecture 6 - Customer value and Role of AI in Value Delivery Process
- Lecture 7 - Transforming Marketing Strategy using AI - I
- Lecture 8 - Transforming Marketing Strategy using AI - II
- Lecture 9 - Transforming Marketing Strategy using AI - III
- Lecture 10 - Transforming Marketing Strategy using AI - IV
- Lecture 11 - Transforming Marketing Strategy using AI - V
- Lecture 12 - Using AI for STP
- Lecture 13 - Application of AI in Marketing Mix - I
- Lecture 14 - Application of AI in Marketing Mix - II
- Lecture 15 - Marketing Information Systems and its Components
- Lecture 16 - What is Marketing Research - I
- Lecture 17 - What is Marketing Research - II
- Lecture 18 - Individual Dynamics and its influence on Consumer Behaviour
- Lecture 19 - Consumer Buying Decision Process
- Lecture 20 - Understanding Customer Journey - I
- Lecture 21 - Understanding Customer Journey - II
- Lecture 22 - Customer Experience: Meaning and Characteristics
- Lecture 23 - Personalization: Going Beyond Segmentation - I
- Lecture 24 - Personalization: Going Beyond Segmentation - II
- Lecture 25 - Avatar marketing
- Lecture 26 - Standardization, Personalization and Relationalization of Brands using AI
- Lecture 27 - Understanding Networks and Brand Network Effect
- Lecture 28 - Understanding the Use of AI for Addressing Competition
- Lecture 29 - AI and Brand Equity

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- Lecture 30 - AI and New Brand Realities - I
- Lecture 31 - AI and New Brand Realities - II
- Lecture 32 - AI for Value Creation and Product Development
- Lecture 33 - Personalization and hyper-personalization Using AI - I
- Lecture 34 - Personalization and hyper-personalization Using AI - II
- Lecture 35 - Personalization and hyper-personalization Using AI - III
- Lecture 36 - Personalization and hyper-personalization Using AI - IV
- Lecture 37 - Personalization and hyper-personalization Using AI - V
- Lecture 38 - Implementation of AI by Product Managers
- Lecture 39 - AI in Service
- Lecture 40 - Pricing Strategies Using AI - I
- Lecture 41 - Pricing Strategies Using AI - II
- Lecture 42 - Pricing Strategies Using AI - III
- Lecture 43 - Pricing Strategies Using AI - IV
- Lecture 44 - Role of AI in Advertising - I
- Lecture 45 - Role of AI in Advertising - II
- Lecture 46 - AI in Sales promotion and Direct Marketing
- Lecture 47 - AI in PR and Publicity and Social Media Marketing - I
- Lecture 48 - AI in PR and Publicity and Social Media Marketing - II
- Lecture 49 - Personal Selling using AI
- Lecture 50 - Sales management using AI
- Lecture 51 - AI and Marketing Channel Management
- Lecture 52 - Omnichannel Marketing and Retailing
- Lecture 53 - Changing face of Retailing in the age of AI
- Lecture 54 - AI in Logistics Management - I
- Lecture 55 - AI in Logistics Management - II
- Lecture 56 - Navigating Ethical Challenges in AI - I
- Lecture 57 - Navigating Ethical Challenges in AI - II
- Lecture 58 - Navigating Ethical Challenges in AI - III
- Lecture 59 - Navigating Ethical Challenges in AI - IV
- Lecture 60 - AI and Sustainability