

Report on Artificial Intelligence in Marketing Techniques

The seminar, "Artificial Intelligence in Marketing Techniques," convened on July 26, 2023, at Subbulakshmi Hall, organised by the Department of Commerce, SRM Institute of Science and Technology, orchestrated by Dr. A. Kavitha. The event featured Dr. K. Rao Prashanth Jyoty, affiliated to DG Vaishnav College, Department of Commerce.

Dr. K. Rao Prashanth Jyoty commenced the seminar by providing an insightful overview of the current landscape of Artificial Intelligence in marketing. The discussion touched upon various AI applications and their impact on traditional marketing strategies.

He delved into the specifics of key AI technologies influencing marketing, including machine learning and natural language processing. Real-world examples were presented to illustrate how these technologies are being effectively integrated into marketing campaigns.

Dr. Jyoty shared relevant case studies showcasing successful AI implementations in marketing. These examples offered practical insights into the tangible benefits of incorporating AI into marketing strategies, including enhanced customer engagement, personalised experiences, and improved campaign performance.

The seminar addressed the challenges associated with integrating AI into marketing practices. Dr. Jyoty highlighted potential hurdles and offered strategies to overcome them. Moreover, he discussed the immense opportunities that arise from leveraging AI for marketing, emphasizing the need for strategic planning and ethical considerations.

A lively question and answer session followed the presentation, allowing participants to engage with Dr. Jyoty directly. Attendees gained further clarity on specific aspects of AI in marketing, fostering an interactive and collaborative atmosphere.

The seminar on "Artificial Intelligence in Marketing Techniques" proved to be an enriching experience, providing attendees with valuable insights into the evolving landscape of AI and its applications in marketing. thanks to the insightful presentations by Dr. K. Rao Prashanth Jyoty and the thoughtful organization by Dr. A. Kavitha contributed to the success of the event.

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SRM INSTITUTE OF SCIENCE AND TECHNOLOGY
COLLEGE OF SCIENCE AND HUMANITIES
DEPARTMENT OF COMMERCE



ARTIFICIAL INTELLIGENCE IN MARKETING TECHNIQUES

Dr. K. Rao Prashanth
Jyoty
DG Vaishnav College



26 July 2023



2 p.m

Organised by : Dr. A.Kavitha



Subbulakshmi Hall,
First floor CSH