

Artificial Intelligence in Marketing

Theory, Ethical Practice and Strategy

Understand how artificial intelligence is transforming marketing strategy and practice. *Artificial Intelligence in Marketing* by Kshitij Bhoumik is designed for upper-level undergraduate and postgraduate students studying AI in marketing, digital marketing and contemporary marketing strategy. Bridging the gap between technical capability and marketing decision-making, this textbook considers how AI supports segmentation, targeting, personalization, content creation and performance analysis. From generative AI in campaign development to predictive analytics and social media trend detection, students explore how AI tools enhance marketing effectiveness while maintaining brand integrity and customer trust. Reflective questions and applied exercises at the end of chapters challenge students to engage with current AI tools to create their own marketing content and strategies. This textbook includes: - Clear explanations of foundational marketing principles applied through AI - Structured ethical debates and critical thinking activities in every chapter - Real-world examples from global brands such as Bloom & Wild, Monzo, Heinz, Glossier and Duolingo to illustrate how theory translates into measurable business outcomes - Additional online resources to encourage ongoing learning of new developments and debates in AI Whether preparing for assessment or building future-ready marketing expertise, *Artificial Intelligence in Marketing* provides students with the analytical skills and strategic confidence to apply AI responsibly and effectively in modern marketing practice.

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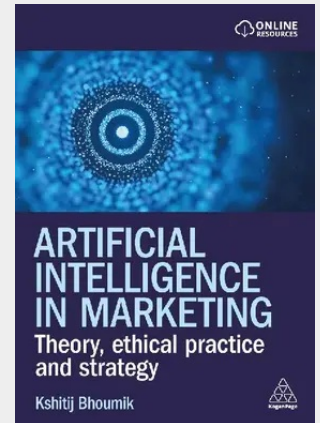
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