MERCURY

Market Analysis and Marketing Decision-Making Using Artificial Intelligence

16 – 20 November 2026
Rome (Italy)



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Ref: 16070_1005110 **Date:** 16 – 20 November 2026 **Location:** Rome (Italy) **Fees:** 6200 Euro

Introduction

The Market Analysis and Marketing Decision-Making Using Artificial Intelligence training course equips professionals with advanced knowledge on leveraging AI to transform marketing strategies. Participants will explore how artificial intelligence in marketing enhances data collection, market insights, and trend forecasting.

The Market Analysis and Marketing Decision-Making Using Artificial Intelligence course emphasizes the use of machine learning in marketing to optimize campaign performance, improve targeting accuracy, and predict customer behavior. Learners will gain practical skills in AI marketing strategies for data-driven decision-making. It covers predictive modeling, automation tools, and AI-powered market segmentation.

Participants will learn to integrate AI into the customer journey mapping process, enhancing engagement and personalization. The Market Analysis and Marketing Decision-Making Using Artificial Intelligence program combines theoretical frameworks with real-world applications, ensuring participants can implement marketing automation with AI effectively. Professionals will build AI-driven marketing models that support strategic business decisions.

Targeted Groups

This Market Analysis and Marketing Decision-Making Using Artificial Intelligence training targets professionals seeking specialized knowledge and skills:

- Marketing managers are aiming to adopt AI in campaigns.
- Digital marketers focus on data-driven strategies.
- Market research analysts and business intelligence specialists.
- Data analysts in sales and marketing departments.
- Strategic planners make evidence-based marketing decisions.
- Brand managers and product development professionals.
- Entrepreneurs and startup founders interested in AI marketing.
- Marketing consultants and agency professionals.
- Public- and private-sector employees in marketing roles.
- Recent graduates in business, marketing, or economics.

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Course Objectives

Participants will achieve the following objectives by completing the Market Analysis and Marketing Decision-Making Using Artificial Intelligence course:

- Understand AI in marketing decision-making frameworks.
- Analyze marketing data using AI techniques and tools.
- Identify consumer behaviors and predict preferences.
- Apply predictive analytics in marketing to campaigns.
- Interpret AI-generated insights for strategic decisions.
- Automate marketing processes using AI platforms.
- Make data-driven marketing decisions using analytics.
- Forecast sales trends with machine learning in marketing.
- Evaluate competitors using AI-supported intelligence.
- Design AI-powered market segmentation strategies.
- Optimize campaign targeting with AI in customer journey mapping.
- Enhance marketing problem-solving with intelligent systems.
- Develop scenarios using AI simulation outputs.
- Formulate strategic decisions supported by AI dashboards.
- Present AI-supported insights to stakeholders.
- Critically assess AI-based marketing tools for reliability.

Targeted Competencies

Participants will gain the following competencies during the Market Analysis and Marketing Decision-Making Using Artificial Intelligence program:

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- Expertise in analyzing marketing data using AI tools.
- Proficiency in building AI-driven marketing models.
- Ability to interpret AI-based marketing analytics techniques.
- Skills in leveraging AI for marketing insights.
- Competence in applying AI in marketing decision-making.
- Knowledge of AI-enhanced marketing decision frameworks.
- Practical understanding of customer profiling with AI.
- Skill in automating campaigns using marketing automation with AI.
- Analytical abilities for predictive and prescriptive marketing analytics.
- Capability to optimize strategies using AI algorithms.
- Experience integrating AI into multi-channel marketing.
- Competence in scenario-based marketing problem-solving.
- Understanding of ethical and practical considerations in AI marketing.

Studying Scenarios

In this Market Analysis and Marketing Decision-Making Using Artificial Intelligence training, participants will develop their skills through the analysis of the following scenarios:

- Designing campaigns using AI marketing strategies.
- Segmenting customers through AI-powered market segmentation.
- Forecasting trends with predictive analytics in marketing.
- Mapping the customer journey using AI insights.
- Automating email and content marketing workflows.
- Evaluating campaign performance through AI dashboards.
- Conducting competitive benchmarking with AI tools.
- Using machine learning to predict consumer preferences.
- Building data-driven strategies for new product launches.
- Simulating marketing decisions using AI predictive models.

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Course Content

Unit 1: Foundations of AI in Market Analysis

- Introduction to artificial intelligence in marketing.
- Evolution and historical development of AI in business.
- Understanding big data and its marketing applications.
- Structured and unstructured data for market analysis.
- Overview of machine learning in marketing.
- Deep learning and NLP for market insights.
- Tools and platforms for AI for market analysis.
- AI in competitive benchmarking and market positioning.
- Challenges of interpreting AI-generated data.
- Future trends in AI and marketing strategy optimization.

Unit 2: Data Collection, Processing, and AI-Driven Market Intelligence

- Internal, external, and digital sources of marketing data.
- Web scraping techniques and data mining with AI.
- Cleaning, preprocessing, and validating marketing datasets.
- Classification and clustering for AI-powered market segmentation.
- Text and sentiment analysis for social media monitoring.
- Data visualization using AI-driven dashboards.
- Real-time analytics for customer behavior tracking.
- AI-supported demand forecasting and trend prediction.
- Smart databases for continuous learning and updates.
- Leveraging AI-based marketing analytics techniques for decisions.

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Unit 3: Predictive Analytics and Customer Insights

- Fundamentals of predictive modeling in marketing.
- Identifying patterns and trends with machine learning in marketing.
- Customer lifetime value prediction using AI algorithms.
- Recommendation engines for personalized experiences.
- Real-time offer optimization based on behavior.
- Predicting churn and designing retention strategies.
- Scenario analysis and marketing simulations.
- AI-based customer profiling and persona development.
- Optimizing marketing campaigns with predictive analytics.
- Integrating insights into AI-enhanced marketing decision frameworks.

Unit 4: AI-Supported Strategic Marketing Decisions

- Strategic frameworks integrating AI insights.
- Prioritizing marketing initiatives using data-driven marketing decisions.
- AI-powered SWOT and PESTEL analyses.
- Measuring brand equity with AI metrics.
- Assessing campaign effectiveness in real-time.
- Pricing optimization with intelligent algorithms.
- Product positioning using AI for consumer behavior analysis.
- Developing KPIs aligned with AI insights.
- Creating actionable data-driven marketing roadmaps.
- Integrating AI in marketing decision-making for growth.

Unit 5: Practical Applications and Tools for AI in Marketing

- Overview of leading AI platforms: IBM Watson, Google AI, Microsoft AI.
- CRM integration for AI in customer journey mapping.
- Using generative AI tools for content creation.
- Marketing automation with AI for campaigns.
- A/B testing and performance optimization using AI.
- SEO and digital advertising powered by AI.
- Ethical, legal, and compliance considerations.
- Measuring ROI of AI-driven marketing strategies.
- Training teams for AI-driven marketing professionals.
- Building internal capabilities for AI adoption.

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Final Insights & Key Takeaways

AI transforms how organizations analyze markets and make marketing decisions. Participants will gain expertise in AI marketing strategies, predictive analytics, and automation. They will leave prepared to implement data-driven marketing decisions effectively. This course provides the tools to build sustainable, AI-enhanced marketing strategies that drive measurable results.