

COURSE DETAIL

ARTIFICIAL INTELLIGENCE (AI) MARKETING

Country

China

Host Institution

Fudan University

Program(s)

Fudan University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

104

UCEAP Course Suffix**UCEAP Official Title**

ARTIFICIAL INTELLIGENCE (AI) MARKETING

UCEAP Transcript Title

AI MARKETING

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

The course "AI Marketing" aims to cultivate students' practical business skills by combining cutting-edge marketing theories with the latest industry practices through AI technology.

Language(s) of Instruction

Chinese

Host Institution Course Number

AIT310026

Host Institution Course Title

ARTIFICIAL INTELLIGENCE (AI) MARKETING

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed

2024-2025

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