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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