

COURSE DETAIL

FOUNDATIONS OF MARKETING AND AI APPLICATIONS

Country

United Kingdom - England

Host Institution

University of London, Queen Mary

Program(s)

Summer at Queen Mary London

UCEAP Course Level

Lower Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

10

UCEAP Course Suffix

S

UCEAP Official Title

FOUNDATIONS OF MARKETING AND AI APPLICATIONS

UCEAP Transcript Title

FNDN OF MRKTNG & AI

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This class introduces students to the core principles of marketing and explores how artificial intelligence is transforming modern marketing practices. Topics include consumer behavior, segmentation, branding, and marketing strategy, alongside AI applications such as predictive analytics, personalization, and digital advertising. Through interactive workshops, case studies, and an AI Skills Bootcamp, students will develop practical knowledge and critical understanding of how data-driven technologies are transforming marketing practice.

Language(s) of Instruction

English

Host Institution Course Number

SUM5000U

Host Institution Course Title

FOUNDATIONS OF MARKETING AND AI APPLICATIONS

Host Institution Course Details

<https://www.qmul.ac.uk/summer-school/what-can-i-study/modules/foundations-of-ma...>

Host Institution Campus

University of Queen Mary

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed

2026-2027

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