

COURSE DETAIL

INFLUENCER MARKETING AND AI TRENDS

Country

United Kingdom - England

Host Institution

University of London, Queen Mary

Program(s)

Summer at Queen Mary London

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

104

UCEAP Course Suffix

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UCEAP Official Title

INFLUENCER MARKETING AND AI TRENDS

UCEAP Transcript Title

INFLUENCER MRKTNG&AI

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course explores the dynamic intersections of influencer marketing and artificial intelligence (AI), equipping students with the insights and skills to navigate these critical aspects of modern marketing. Through this course, students gain an in-depth understanding of influencer culture within both traditional and digital marketing landscapes. Key topics include the role of influencers in digital marketing, strategies for brand-influencer partnerships, online community building, and content creation that resonates across platforms. Students will analyze various types of creative and strategic content, developing the skills to create impactful marketing campaigns.

Language(s) of Instruction

English

Host Institution Course Number

SUM4001U

Host Institution Course Title

INFLUENCER MARKETING AND AI TRENDS

Host Institution Course Details

<https://www.qmul.ac.uk/summer-school/what-can-i-study/modules/influencer-market...>

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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