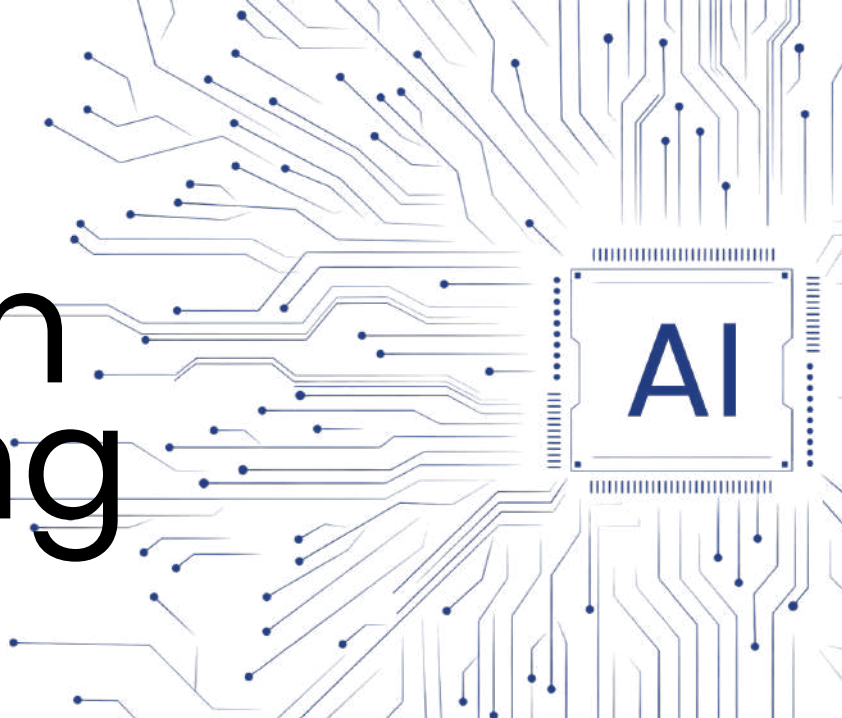




Institute of
Management Technology
Centre for Distance Learning, Ghaziabad

AI-Driven Marketing Mastery



AI

Transform Your Marketing Skills with hands-on Use Cases.

Course Overview

Step into the future of marketing with this intensive hands-on workshop designed for professionals who want to leverage Generative AI tools to revolutionize their creative and strategic workflows.

From **ChatGPT** to **Claude, Qwen, Canva, Gamma AI, Zapier** — learn how to craft powerful prompts that drive marketing innovation, automation, and engagement across platforms.

Whether you're a marketer, entrepreneur, or any other professional, this workshop will empower you to speak the language of AI — and make it work for you.

What You'll Learn

- > Master Prompt Engineering Techniques
- > Transform Your Marketing Game Using AI-driven market research and audience segmentation
- > Hands-on Practice for Designing Campaigns Using AI Tools
- > Build automated chatbots that save time and boost ROI

Tools You'll Master



ChatGPT

Content ideation & campaign generation



Claude

Strategic writing & analytical insights



Canva

Visual storytelling with AI design



Qwen

Localized, high-precision
language prompting



Gamma AI

AI-powered presentations & storytelling



Zapier

Marketing automation
through AI integration

Who Should Attend

Marketing professionals

Entrepreneurs and founders

Creative professionals

Anyone eager to learn the use of AI for smarter marketing

Duration

⌚ 5 Days Power Workshop | ⌚ 2 Hours/Day

Mode: Interactive, hands-on, instructor-led online learning

Certification & Takeaways

IMT CDL Ghaziabad Certification



300+ domain-specific
prompt templates



Workshop handouts &
presentations



Live project portfolio for your
professional growth



Why Choose IMT CDL Ghaziabad?

With decades of excellence in management education and innovation, IMT CDL Ghaziabad brings you an industry-oriented, futuristic learning experience to prepare you for the AI-driven marketing revolution.

Reserve your spot today. Limited seats!

www.imtonline.com/ai-driven-marketing-mastery



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