Training Course on Marketing for AI and Emerging Technologies

Professional Development Training Course Outline

Category	Business	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

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Programme Curriculum

Training Course on Marketing for AI & Emerging Technologies

Introduction

Marketing for AI and emerging technologies requires a deep understanding of both the technology itself and the unique strategies that resonate with target audiences. This training course on Marketing for AI & Emerging Technologies focuses on the principles and practices necessary to effectively market innovative tech products and solutions. Participants will learn how to communicate the value of AI and emerging technologies, develop targeted marketing strategies, and engage with stakeholders in this rapidly evolving landscape.

The course equips marketers with the tools and techniques needed to create compelling narratives, leverage digital channels, and position products effectively in the market. By mastering these skills, participants can enhance brand visibility, drive customer engagement, and achieve success in the tech sector. Through a combination of theoretical insights, practical applications, and case studies, this course provides actionable strategies for successfully marketing AI and emerging technologies.

Course Objectives

1. Understand the fundamentals of AI and emerging technologies.

2. Explore strategies for effectively communicating complex tech concepts.
3. Develop targeted marketing strategies tailored to tech audiences.
4. Learn techniques for creating compelling content that resonates with stakeholders.
5. Analyze the role of branding in the tech industry.
6. Leverage digital marketing tools and platforms for tech promotion.
7. Measure the effectiveness of marketing campaigns in tech sectors.
8. Stay updated on trends in AI and emerging technologies.
9. Create a comprehensive marketing strategy for a tech product.
10. Engage effectively with industry stakeholders and influencers.

Target Audience

- Marketing Professionals in Tech
- Product Managers
- Brand Strategists
- Entrepreneurs in Emerging Technologies
- Sales Executives
- Students in Marketing and Technology

Course Duration: 5 Days

Course Modules

Module 1: Introduction to AI and Emerging Technologies

- Overview of key AI concepts and emerging technologies.
- Understanding the impact of technology on industries and society.
- Key trends shaping the future of AI and tech marketing.
- Case studies of successful tech marketing campaigns.

Module 2: Communicating Complex Tech Concepts

- Techniques for simplifying technical jargon for broader audiences.
- Strategies for developing clear and compelling messaging.
- Best practices for creating educational content (blogs, whitepapers, videos).
- Understanding the importance of storytelling in tech marketing.
- Practical exercises in message crafting.

Module 3: Targeted Marketing Strategies for Tech Products

- Techniques for identifying and segmenting tech audiences.
- Strategies for positioning AI and tech products in the market.
- Best practices for competitive analysis and market research.
- Developing unique selling propositions (USPs) for tech solutions.

- Practical exercises in strategy development.

Module 4: Content Marketing for AI and Emerging Technologies

- Understanding the importance of content marketing in tech promotion.
- Techniques for creating engaging and informative content.
- Best practices for content distribution across digital channels.
- Strategies for leveraging thought leadership in tech marketing.
- Practical exercises in content creation.

Module 5: Branding in the Tech Industry

- Overview of branding principles specific to technology.
- Techniques for developing a strong brand identity in tech.
- Best practices for maintaining brand consistency across platforms.
- Strategies for building trust and credibility in the tech sector.
- Case studies of effective tech branding.

Module 6: Leveraging Digital Marketing Tools

- Overview of digital marketing strategies for tech products.
- Techniques for using social media, SEO, and email marketing.
- Best practices for online advertising and lead generation.
- Strategies for measuring the impact of digital marketing efforts.
- Practical exercises in digital marketing planning.

Module 7: Emerging Trends in AI and Technology Marketing

- Overview of current trends shaping marketing strategies in tech.
- Understanding the impact of AI on marketing practices.
- Exploring new opportunities in personalized marketing and automation.
- Staying ahead of changes in consumer behavior and expectations.
- Engaging with industry experts on emerging trends.

Module 8: Creating a Comprehensive Marketing Strategy

- Steps for developing a marketing strategy tailored to a tech product.
- Key components to include in the strategy (goals, audience, messaging).
- Techniques for presenting the strategy to stakeholders and investors.
- Strategies for revising and adapting the plan as needed.
- Practical exercises in strategy formulation.

Training Methodology

- **Interactive Workshops**: Engaging discussions and hands-on activities.

- **Practical Demonstrations**: Real-world applications of marketing strategies.
- **Group Projects**: Collaborative problem-solving and strategy development.
- **Expert Presentations**: Insights from industry leaders and practitioners.
- **Case Studies**: Analyzing successful tech marketing initiatives.

This course is designed to equip participants with the knowledge and skills necessary to effectively market AI and emerging technologies, ensuring they can communicate value, engage stakeholders, and drive success in the tech industry.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call +254769199797

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

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Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com