

# How to prompt AI for Marketing

## IMM master seminar, Winter term 2023/24

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# Overview

Artificial intelligence (AI) technology is becoming increasingly prevalent in many business areas. Since the introduction of the publicly available AI language model ChatGPT, marketing researchers as well as practitioners worldwide discuss how AI, and AI based language models can be profitably applied to various marketing tasks.

In this seminar, we will look at the possibilities of using AI for three core areas of marketing: (1) customer insights generation and personalization, (2) predictive analytics and (demand) forecasting, and (3) customer encounters. The seminar task is divided into two parts:

- First, each student designs a **10 minutes pitch presentation** (50% of grade) on how and which AI can solve a prototypical marketing problem (e.g., sales presentation creation for customer encounter). To this end, students can rely on real-life application examples (e.g., ChatGPT prompts), case studies, marketing research, white papers, conduct self-organized expert interviews, obtain product information (e.g. from AI providers), or even calculate business cases. The design of the presentation and its content is in full responsibility of the students. The pitch presentations are held in front of the plenary and an IMM evaluation committee.
- Second, each student prepares a **seminar paper** (22.000 characters; 50% of grade) on the respective focus topic in which he or she describes the marketing problem in detail and discusses the opportunities for applying AI language models to solve it. Special attention is given to the development of a fictional case-study and a critical discussion of potential AI-related business risks based on recent literature.

# Application

**The number of participants is limited. Please send your application for the seminar ...**

...including your current **curriculum vitae, transcript of records and three concise sentences** on your personal motivation for participating in the seminar, and

**...no later than 09.10.2023, 23:59, via e-mail to Ms. Wanda Siegner ([W.Siegner@lmu.de](mailto:W.Siegner@lmu.de))**

# Agenda

Date	Room	Session	Resp. / presentation	Content
<b>16.10.2023</b> , 12-14 Uhr, c.t.	Raum E03, Kaulbachstr. 45/I	<b>Session 1: Kick-Off Session</b>	<b>Frieß</b> (90 min. lecture)	Introduction to and organization of seminar, role of AI in transforming modern marketing, types of AI used in marketing, focus on AI language models (e.g., ChatGPT)
23.10.2023		Self-study / Preparation		
30.10.2023				
06.11.2023				
<b>12.11.2023</b> 23:59 Uhr		<b>Pitch presentation submission deadline</b>	<b>Students</b>	Presentation (.pptx and .pdf) via e-mail to <a href="mailto:friess@lmu.de">friess@lmu.de</a>
<b>13.11.2023</b> 12-14 Uhr, c.t.	Raum E03, Kaulbachstr. 45/I	<b>Session 2: AI-empowered customer insights and personalization</b>	<b>Student team 1</b> (30 min. lecture, 30 min discussion)	e.g., AI for customer segmentation, AI for personalization, case studies for personalized marketing
<b>20.11.2023</b> , 12-14 Uhr, c.t.	Raum E03, Kaulbachstr. 45/I	<b>Session 3: AI-empowered predictive analytics and forecasting</b>	<b>Student team 2</b> (30 min. lecture, 30 min discussion)	e.g., Predictive analytics in marketing and sales, forecasting customer behavior using AI, trend analysis
<b>27.11.2023</b> , 12-14 Uhr, c.t.	Raum E03, Kaulbachstr. 45/I	<b>Session 4: AI-empowered customer encounters</b>	<b>Student team 3</b> (30 min. lecture, 30 min discussion)	e.g., Chatbots, conversational AI in customer contact; customer support AI, social media content creation and analysis (esp. AI language models)
<b>04.12.2023</b> , 12-14 Uhr, c.t.	Raum E03, Kaulbachstr. 45/I	<b>Session 5: In-depth discussion on AI-based language models</b>	<b>MBR students</b> 15 min per MBR student + 5 min. discussion	Topics tbd.
<b>11.12.2023</b> , 12-14 Uhr, c.t.	Raum E03, Kaulbachstr. 45/I	<b>Session 6: AI Ethics and future trends</b>	<b>Frieß</b> (90 min. lecture)	Ethical considerations in AI driven marketing, trends and future of marketing
<b>18.12.2023</b> 23:59 Uhr		<b>Seminar paper submission deadline</b>	<b>Students</b>	Seminar paper (.docx and .pdf) via e-mail to <a href="mailto:friess@lmu.de">friess@lmu.de</a>

# Introductory literature

## Digitalization and digital transformation of the marketing organization

- Verhoef, P. C., Broekhuizen, T., Bart, Y., Bhattacharya, A., Dong, J. Q., Fabian, N., & Haenlein, M. (2021). Digital transformation: A multidisciplinary reflection and research agenda. *Journal of Business Research*, 122, 889-901
- Davenport, T., Guha, A., Grewal, D., & Bressgott, T. (2020). How artificial intelligence will change the future of marketing. *Journal of the Academy of Marketing Science*, 48(1), 24-42.
- Singh, J., Flaherty, K., Sohi, R. S., Deeter-Schmelz, D., Habel, J., Le Meunier-FitzHugh, K., Malshe, A., Mullins, R. & Onyemah, V. (2019). Sales profession and professionals in the age of digitization and artificial intelligence technologies: concepts, priorities, and questions. *Journal of Personal Selling & Sales Management*, 39(1), 2-22
- Huang, M. H., & Rust, R. T. (2021). A strategic framework for artificial intelligence in marketing. *Journal of the Academy of Marketing Science*, 49(1), 30-50.

## AI applications in service and sales encounters

- Luo, X., Tong, S., Fang, Z., & Qu, Z. (2019). Frontiers: Machines vs. humans: The impact of artificial intelligence chatbot disclosure on customer purchases. *Marketing Science*, 38(6), 937–947.

## AI language models in marketing

- Peres, R., Schreier, M., Schweidel, D., & Sorescu, A. (2023). On ChatGPT and beyond: How generative artificial intelligence may affect research, teaching, and practice. *International Journal of Research in Marketing*, 40(2), 269-275.

## AI and personalization in marketing

- Kumar, V., Rajan, B., Venkatesan, R., & Lecinski, J. (2019). Understanding the Role of Artificial Intelligence in Personalized Engagement Marketing. *California Management Review*, 61(4), 135–155.

## AI predictive analytics in sales and marketing

- Habel, J., Alavi, S., & Heinitz, N. (2023). Effective implementation of predictive sales analytics. *Journal of Marketing Research*, <https://doi.org/10.1177/00222437221151039>