

Digital Skills

AI for Marketing and Communications Professionals

Course Details

Price

£155.00

Length

2 hours 30 minutes (09:00-11:30)

Course Overview

This practical course is designed for marketing, communications and business development professionals who want to use AI tools to work more efficiently while maintaining brand control, accuracy and professional standards.

Course Content

The session focuses on how AI is already being used across marketing functions, exploring:

- Content Creation
- Campaign Planning
- Social Media Scheduling

- Trend Analysis
- Client Communications
- Basic Market Research

It will explain AI tools in plain English and shows delegates where they can save time, enhance output quality and understanding where risks arise if use is unmanaged.

A key theme throughout the course is **brand governance and control**. Delegates will explore how to avoid common pitfalls such as inconsistent tone of voice, inaccurate claims, over-automation and reputational risk and will also cover data protection, confidentiality and responsible use, ensuring marketing teams understand how GDPR and governance expectations apply to everyday AI use.

Live demonstrations show how custom, task-focused AI assistants can support marketing activities such as drafting content, adapting messaging for different audiences, and structuring campaigns without requiring any technical background. The emphasis is on human oversight, review and judgement, with AI positioned as a support tool rather than a replacement for professional expertise.

This course is suitable for in-house marketing teams, professional services firms, financial services marketing functions and public-sector communications teams. No prior technical knowledge is required.

Next Steps

If you would like to book a place on this course please click on the **'Book Course'** button to the right of this page and login or register for a user account to complete your booking(s). Any queries please do not hesitate to contact us via admin@gta.gg or call us on 01481 224570. If no date is scheduled for this course at the present time please click on the **'Register Interest'** button and login or register for a user account so that we can add you to our course interest register. This register allows us to contact our tutors and finalise dates for a course as soon as we have a few people who have expressed their interest, so the more delegates who register their interest, the sooner we can schedule a particular course.

Course Tutor

Ian Campbell

Ian Campbell - Tech Entrepreneur and Non-Executive Director - Ian is an experienced executive known for his leadership roles across various sectors, particularly in technology and telecommunications. His career is marked by a consistent focus on driving growth and efficiency through innovation.