



Navigating Curriculum Advancement in an AI-driven World: **A Playbook for Business School Leaders**

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- Learn
- Path
- History
- Accomplishments
- Get help

← Back

Trial - AI for Marketing

AI Foundations

7 Learning Activities

AI Foundations

Equip learners with essential AI knowledge and critical thinking frameworks for modern marketing practice. This course directly aligns to AACSB mandates for emerging technology integration—addressing the gap where 98% of marketers use AI but only 2% see measurable results due to lack of critical thinking skills, not tool access.



Achievement Available

Uplift Blog

Preview

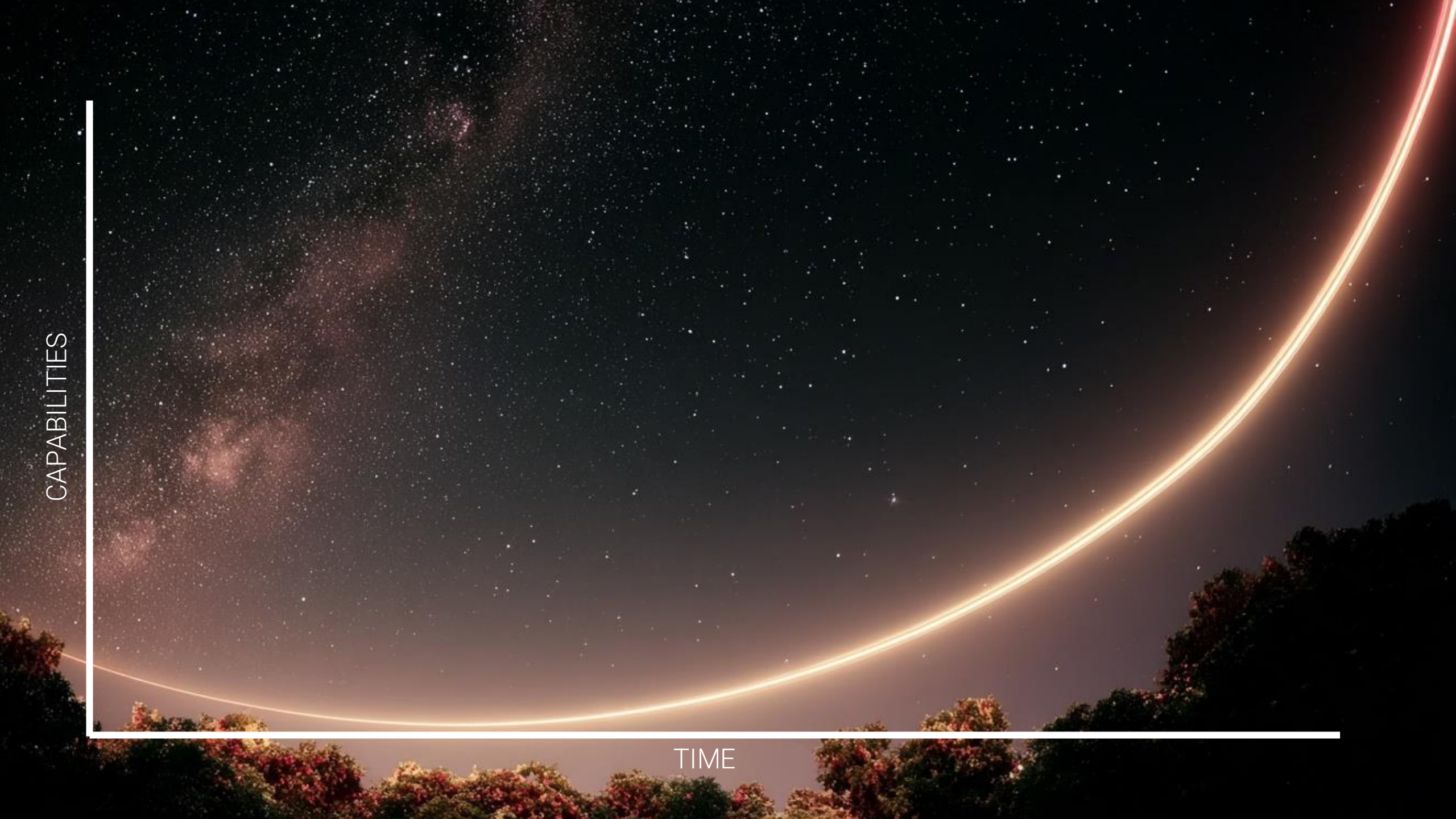


HOW DID WE GET HERE?



CAPABILITIES

TIME





~6mm

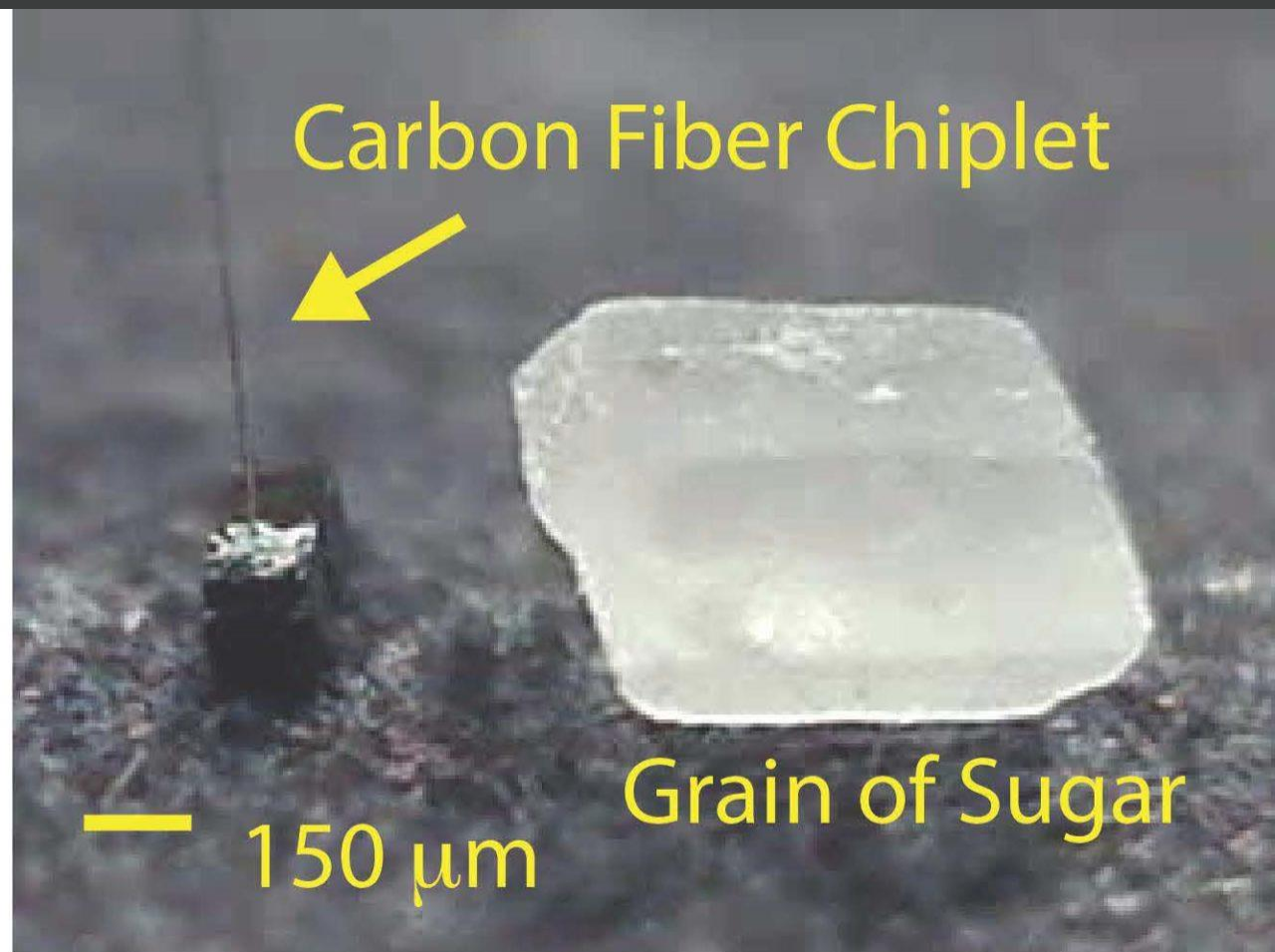
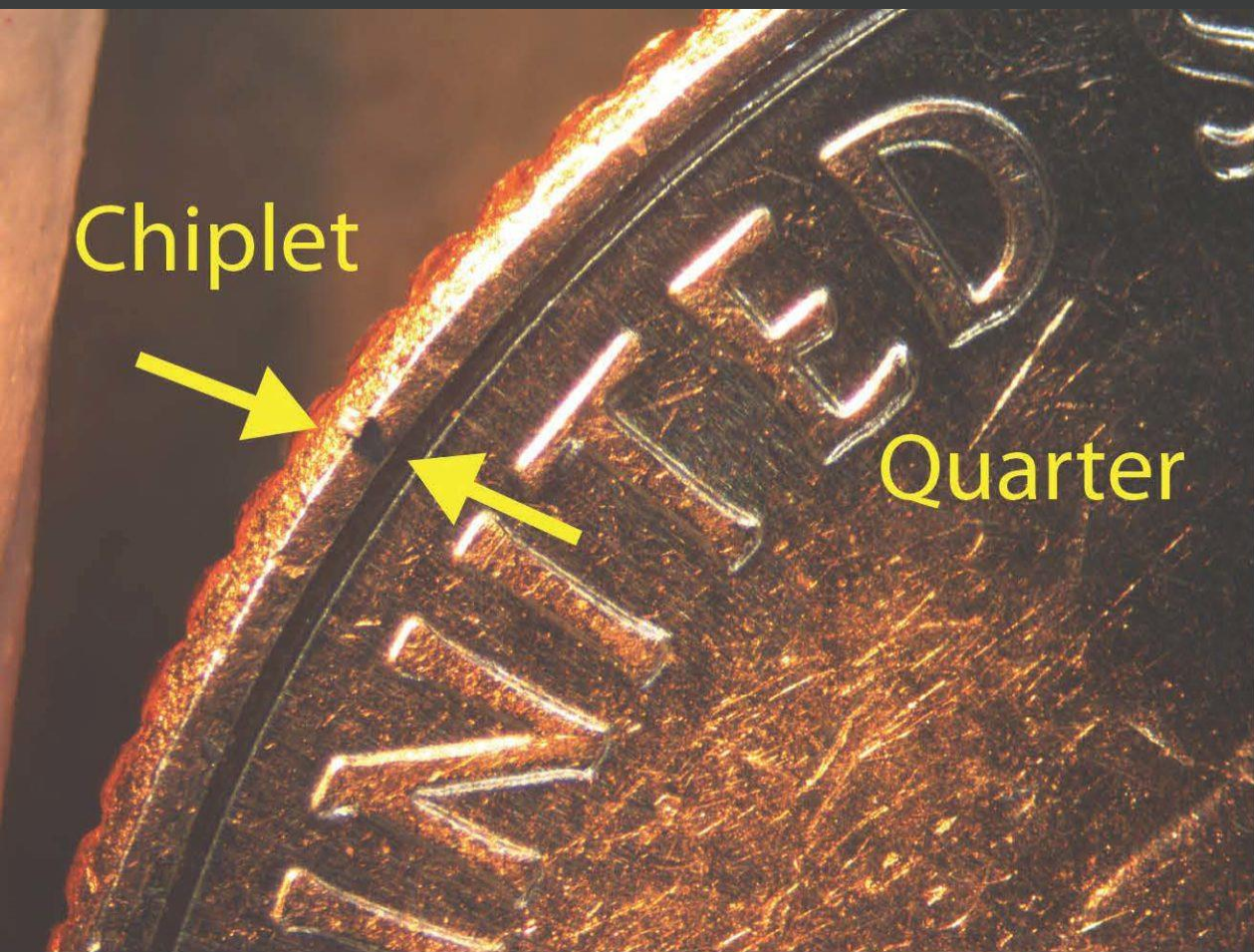
~3mm

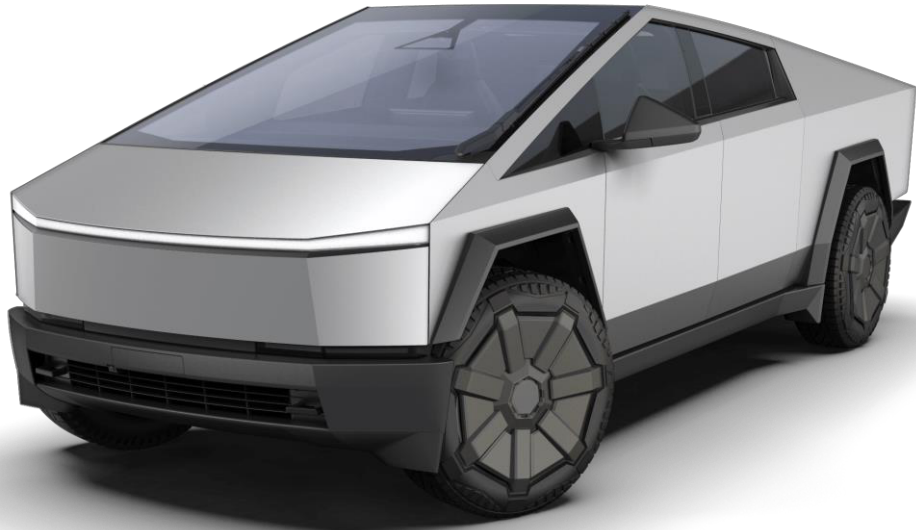


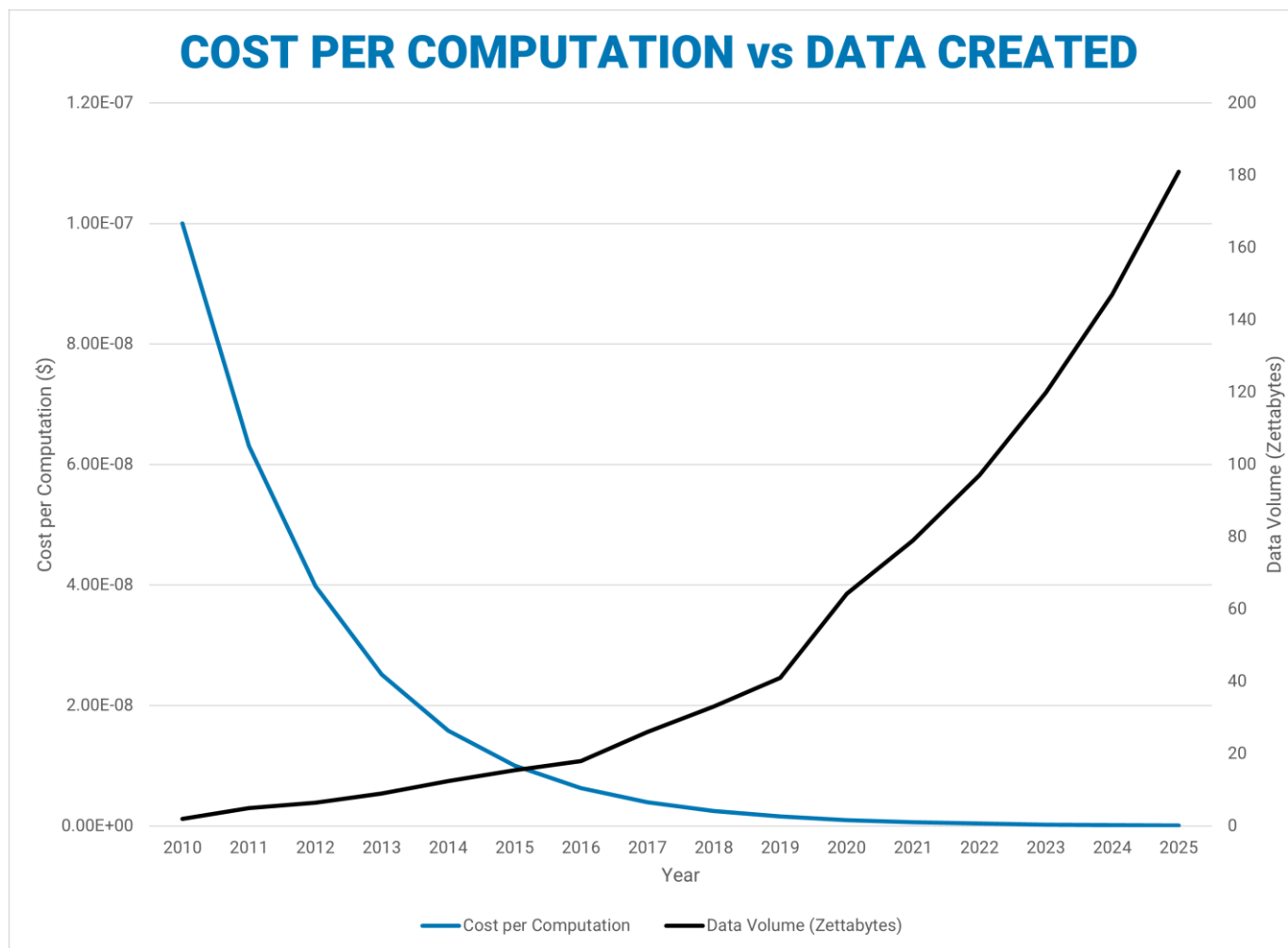
0.3mm



0.15mm

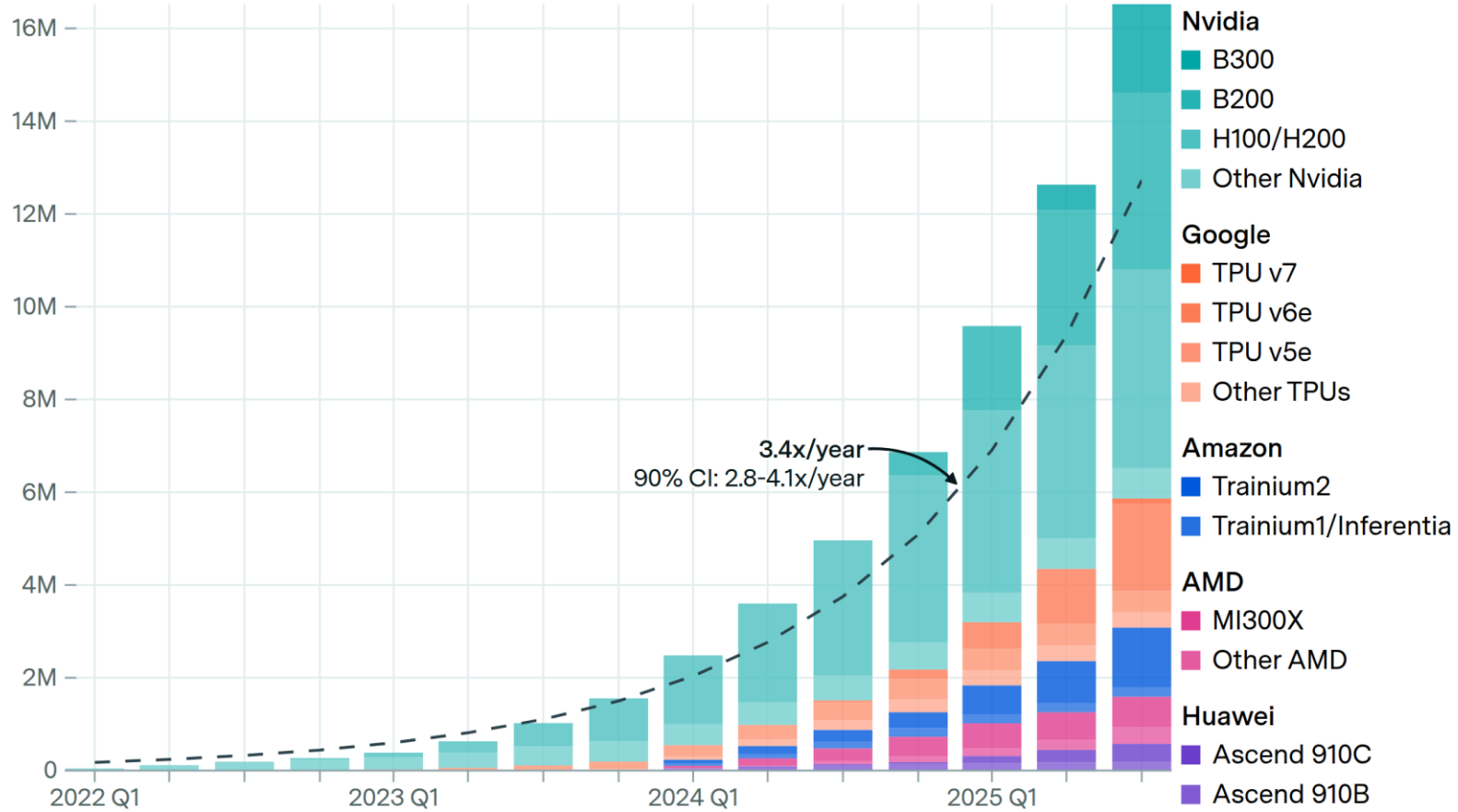






Global AI computing capacity is doubling every 7 months

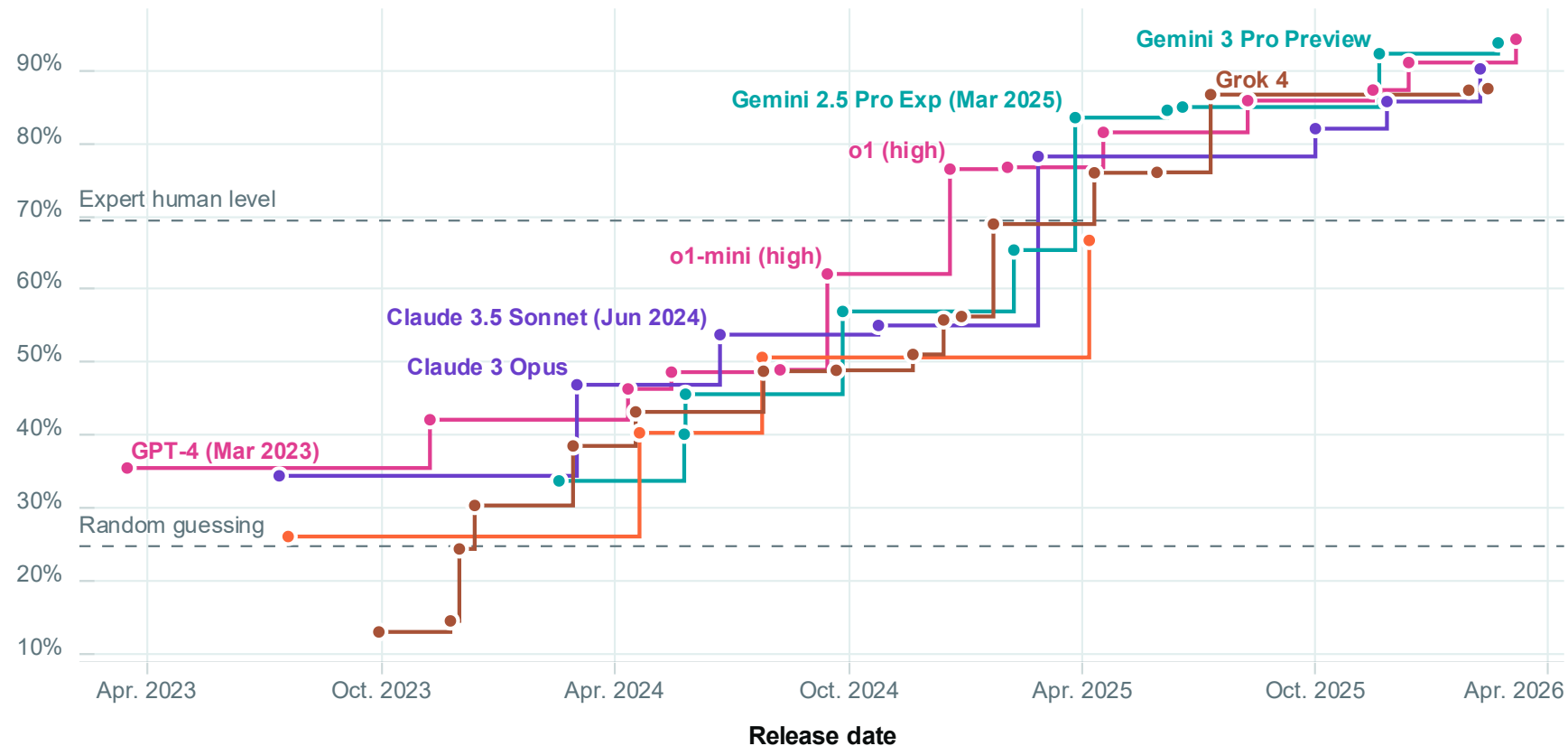
Cumulative compute capacity (H100e)



AI performance on a set of Ph.D.-level science questions

GPQA Diamond accuracy

52 Results

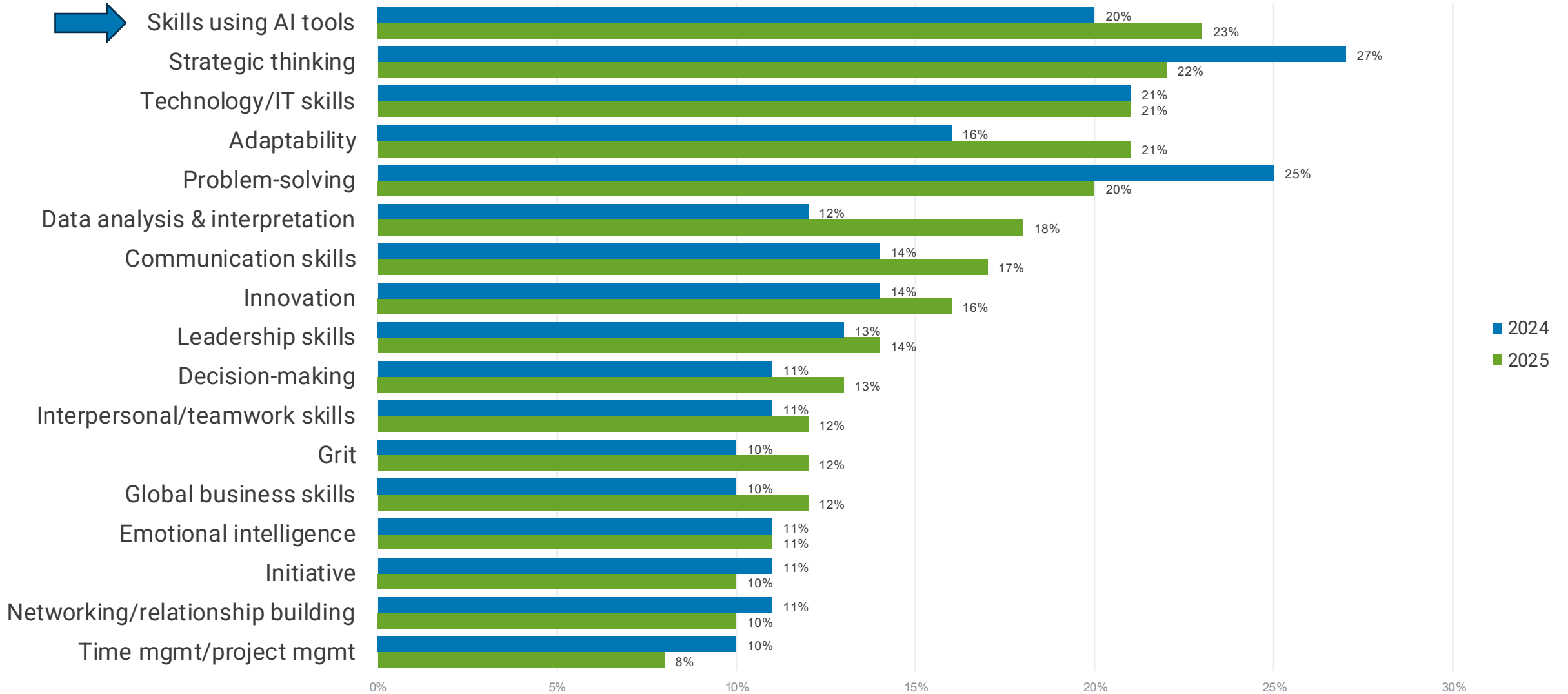


Chips² x Software² x Robotics²

The background of the image is a dark night sky filled with numerous small, distant stars. A prominent, bright, glowing arc of light curves across the sky from the bottom left towards the top right. The bottom of the image shows the dark silhouettes of trees, suggesting a landscape view from a low angle.

Predicted Top 3 Most Important Skills in the Next 5 Years

Share of employers selecting skill in top 3 | GMAC Corporate Recruiters Survey, 2024 & 2025



AI FOUNDATIONS

AI FOUNDATIONS

Agile, hour-long graded modules

- Historical AI development to modern generative capabilities
- Practical use cases across professional workflows
- Fundamental **prompt engineering** and AI interaction techniques
- Hands-on practice with **multi-modal AI** tools
- Three case studies: Marketing, HR, Management applications
- **Ethical**, economic, and legal AI implications

8 IMPACT AREAS PER DOMAIN



AI Capabilities

What can AI do?



Process Impact

How is work changing?



Task Decomposition

Who does what?



Critical Thinking

Why does judgment matter?



Context Engineering

What does AI need from you?



Ethical Frameworks

What's at stake?



Technology Landscapes

Where are the tools headed?



Org Transformation

So what? (Capstone)

AI FLUENCY TOOLKIT

ITERATIVE **GROWTH**









The image depicts the cockpit of an aircraft, specifically a de Havilland plane. Here's a detailed explanation of the various gauges and controls visible in the photo:

Upper Panel

1. Directional Gyro / Compass:

- **Top Center:** Shows the aircraft's heading in degrees, allowing pilots to navigate along a specific course.

2. Artificial Horizon (Attitude Indicator):

- **Top Left:** Indicates the aircraft's orientation relative to the horizon, showing pitch and bank.

3. Altimeter:

- **Left of Center:** Displays altitude above sea level in feet.

4. Airspeed Indicator:

- **Top Right:** Measures the aircraft's speed through the air, typically in knots or miles per hour.

5. Vertical Speed Indicator (VSI):

- **Below the Altimeter:** Shows the rate of climb or descent in feet per minute.

6. Turn Coordinator:

- **Below the Attitude Indicator:** Helps maintain balanced turns, showing the rate of turn and slip/skid.

7. Fuel Quantity Gauge:

- **Right Side:** Displays the amount of fuel remaining in the tanks



Message ChatGPT





QuantHub

 Welcome, Josh

|type / for commands



Opus 4.5




 Write

 Learn

 Code

 Career chat

 From Drive



```
=====
DHC-2 BEAVER COCKPIT PROCEDURAL TRAINER
=====
```

```
ENGINE STATE: OFF
OIL TEMP: 46 C
```

```
-----
GAUGES (Feedback)
```

```
MANIFOLD PRES |-----| 10 "Hg
TACHOMETER    |-----| 0 RPM
```

```
-----
QUADRANT LEVERS (Your Inputs)
```

```
[T]HROTTLE |-----| 0 % Fwd
[P]ROP RPM  |#####| 100 % Fwd
[M]IXTURE   |###-| 10 % Rich
```

```
=====
CURRENT OBJECTIVE: Set Mixture FULL RICH (100%), Throttle CRACKED (10-20%). Then press [S].
```

```
CONTROLS:
```

```
Throttle: [T] increase / [t] decrease
Prop:      [P] increase / [p] decrease
Mixture:   [M] increase / [m] decrease
Actions:   [S] Try Starter | [Q] Quit Game
Action > █
```

TELEPORT TO:
Alaska - Denali

94 KTS

1500 FT
- 0 FPM

180° S

AIRBORNE THR: 60%

DHC-2 BEAVER
de Havilland Canada

W/S: Throttle | A/D: Roll | ↑/↓: Pitch | T: Training | ?: Help

Flight Training

Welcome to the DHC-2 Beaver

You're flying one of the greatest bush planes ever built. The de Havilland DHC-2 Beaver has been the workhorse of backcountry aviation since 1947.

Use W/S for throttle, A/D or arrows for roll, ↑/↓ for pitch

← Back **Next →**

+ DHC-2 BEAVER

THROTTLE
60%



94 KTS
AIRSPEED
1500 FT
ALTITUDE
180°
HEADING

AI FLUENCY TOOLKIT

FRONTIER MAPPING



“Oh, no – We’re going to be replaced!

or...

“Wow – I can accomplish the work of 2.5 people!”

Application error: a client-side exception has occurred while loading claude.ai (see the browser console for more information)

ⓘ You've reached the limit for Claude messages at this time. Please wait before trying again. ✕

You're almost out of usage - your limits will reset at 6:00 PM

Subscribe to Max ✕

Reply to Claude...



Research



ⓘ Your message will exceed the length limit for this chat. Try attaching fewer or smaller files or starting a new conversation. ✕

Something went wrong. Please try again.

Retry

ⓘ A network error occurred. Please check your connection and try again. If this issue persists please contact us through our help center at help.openai.com.

↻ Retry

Something went wrong

ⓘ This functionality is undergoing temporary maintenance ✕

The network connection was lost.

Retry

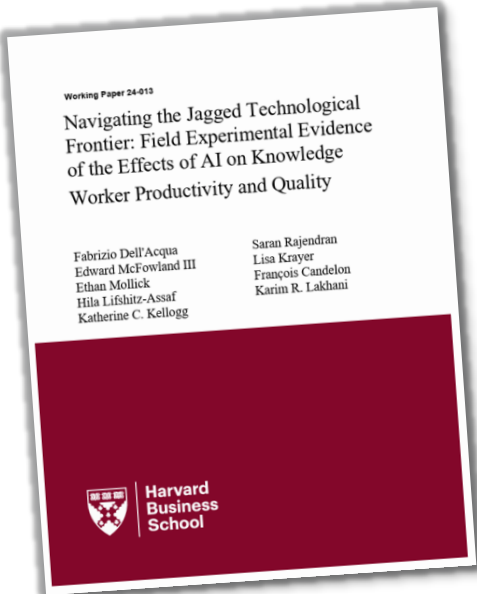
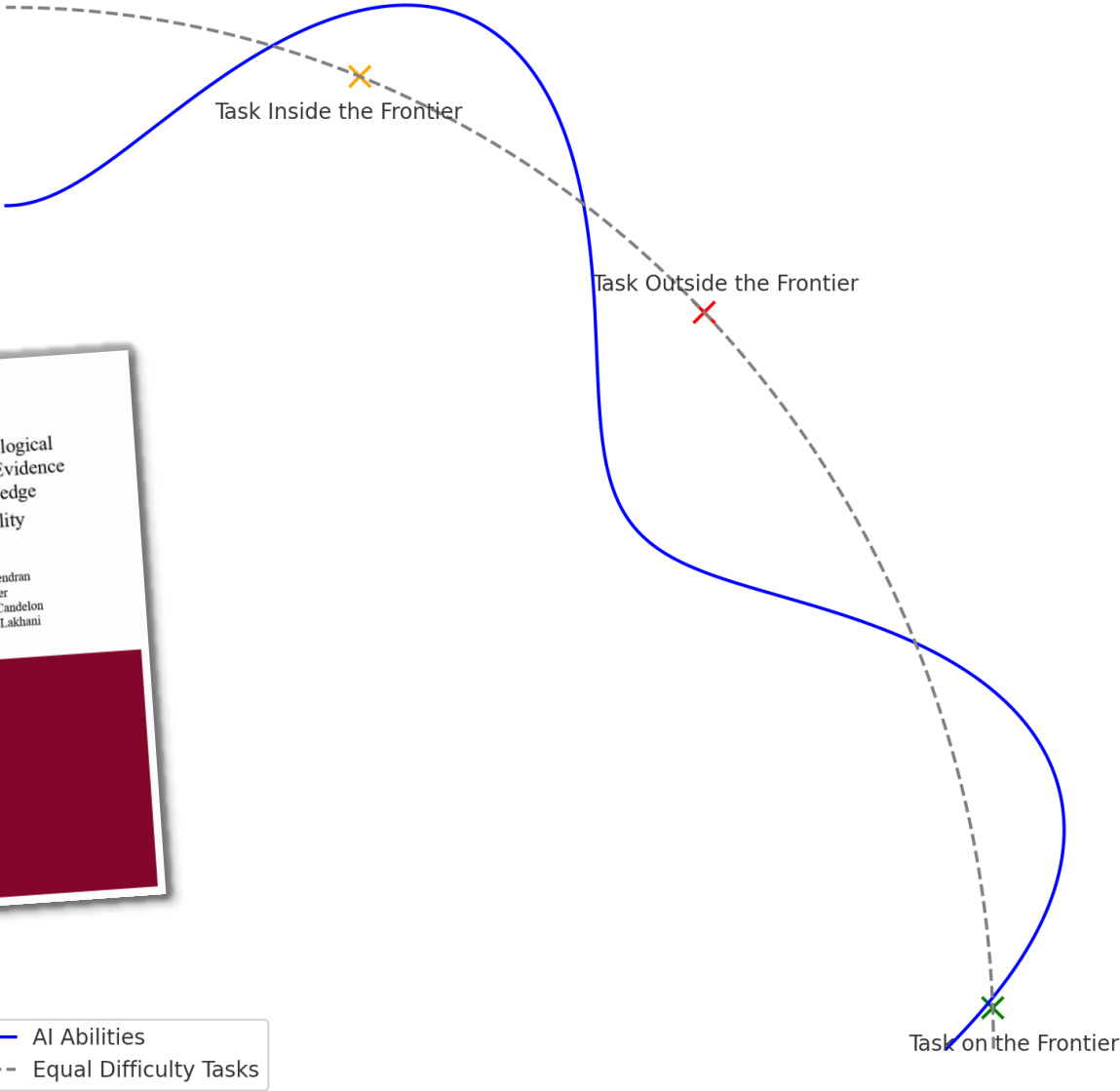


404 Not Found

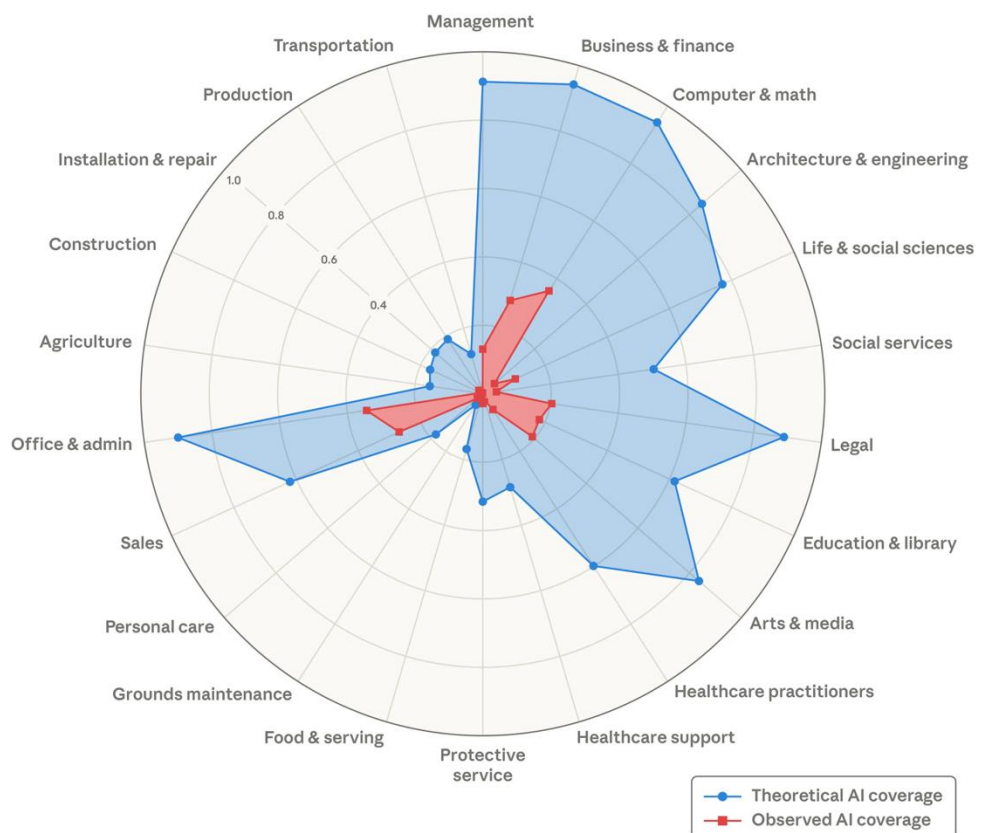
In the heat of day,
The path dissolves to nothing—
An empty mirage.



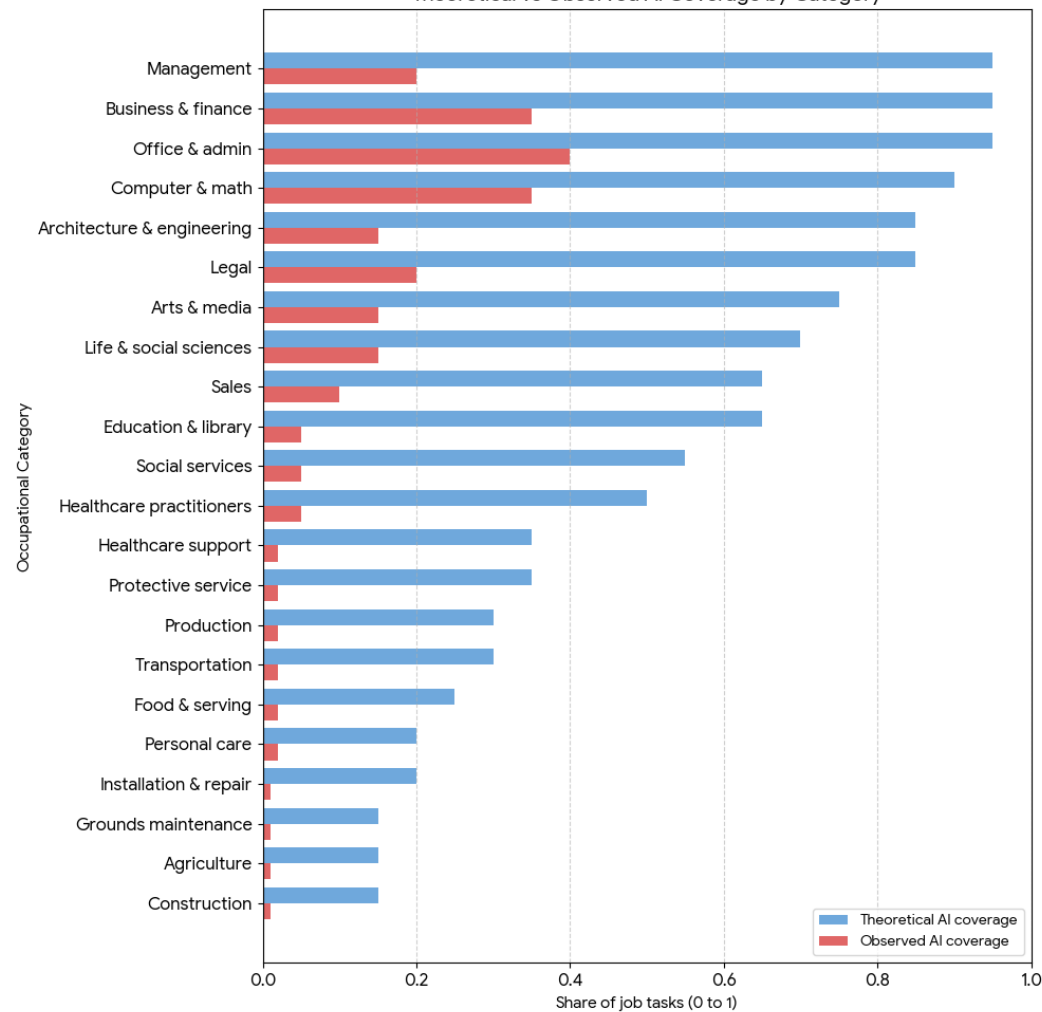
“THE JAGGED FRONTIER”



Theoretical capability and observed usage by occupational category



Theoretical vs Observed AI Coverage by Category

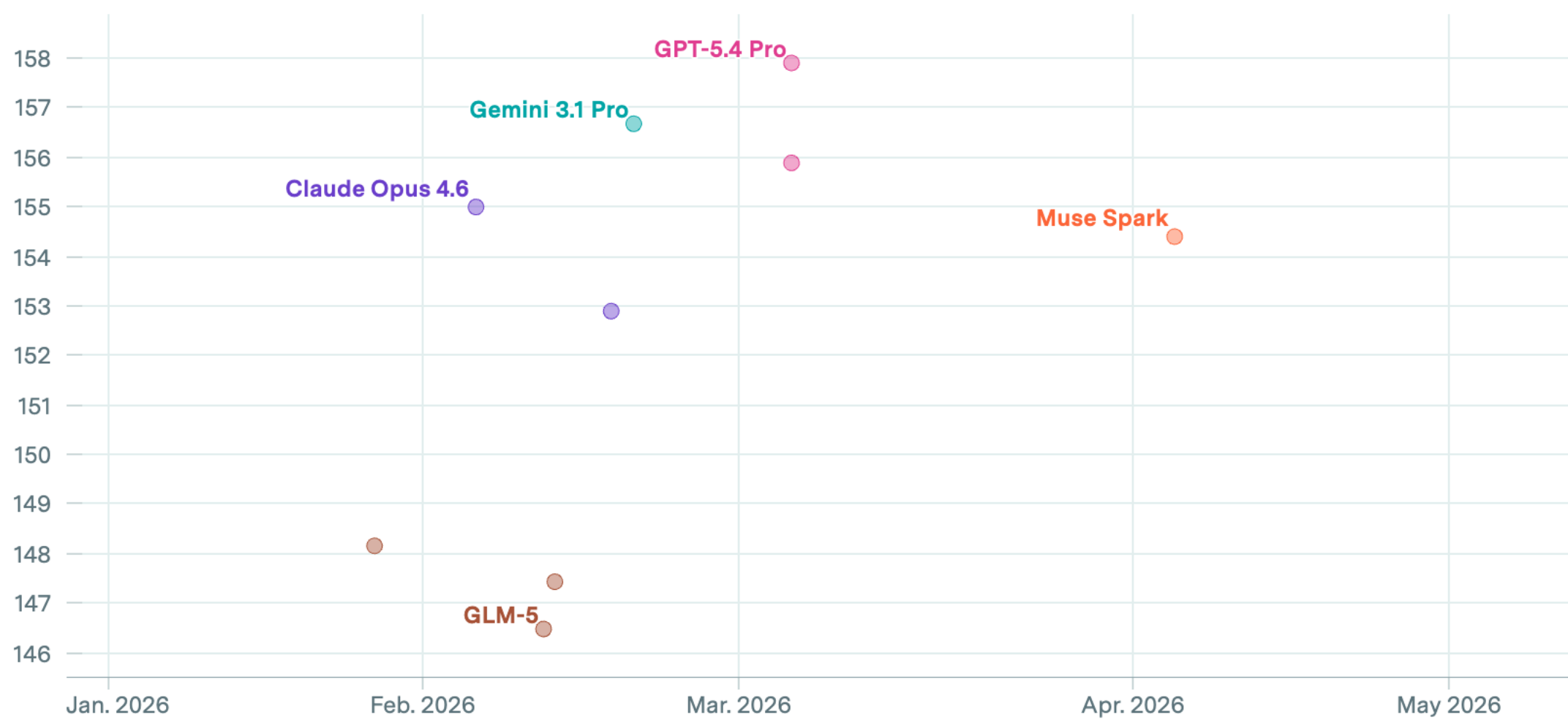


Epoch Capabilities Index (ECI)

Score

160 Results

Organization



AI FLUENCY TOOLKIT

TASK DECOMPOSITION



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AutoSave ... NCCU_Undergrad_QuantHub_Curriculum_Map Search (Cmd + Ctrl + U)

Home Insert Draw Page Layout Formulas Data Review View Automate Acrobat

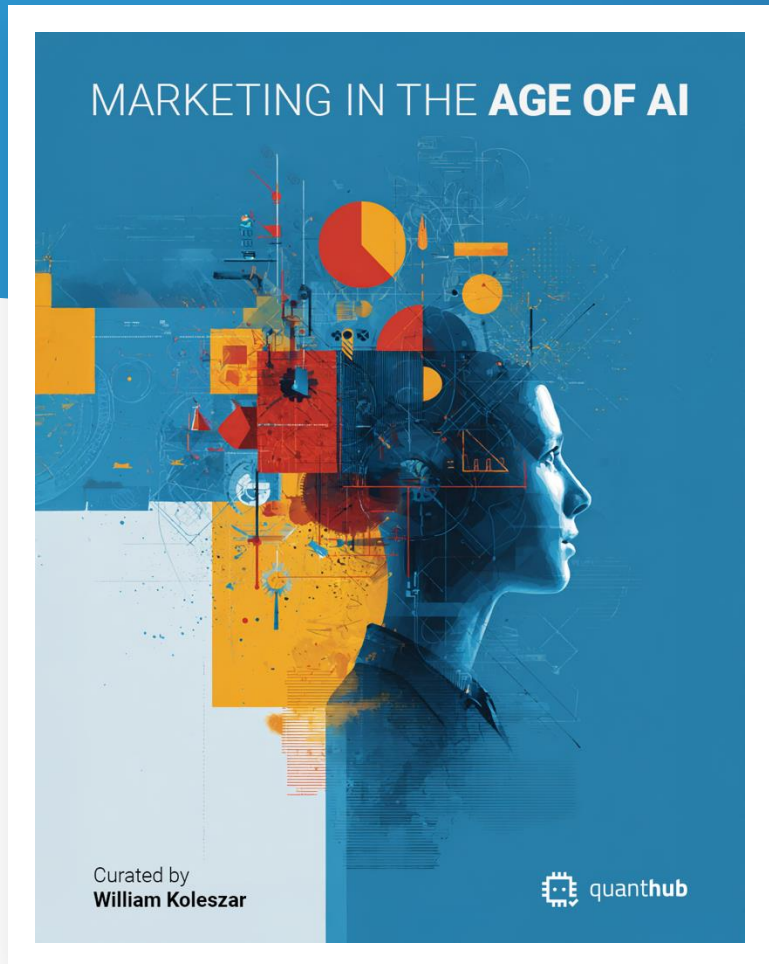
Calibri (Body) 11 A A General Conditional Formatting Insert Delete Format Cell Styles Add-ins Copilot Launch Claude Claude Create PDF and share link

Open recovered workbooks? Your recent changes were saved. Do you want to continue working where you left off? Yes No

	A	B	C	D	E	
1	Course Code	Course Name	Course Description	QuantHub Modules	Status	Rationale
1	MKT 3210	MKT 3210 - Principles of Marketing (3)	Prerequisites: ECON 2200 or ECON 2100. The major objective is to develop in the student the ability to analyze marketing problems, and to provide an introduction to that sector of business activity concerned with the distribution of products to business and consumers. The course describes the background and framework of the marketing structure of modern business organizations. All prerequisite courses must be completed with a grade of "C" or better.	AI in Marketing: <ul style="list-style-type: none"> AI Capabilities in Marketing AI's Impact on Marketing Processes Human-AI Collaboration in Marketing Communicating with AI for Marketing Tasks AI Tools for Marketing 	Ready to Deploy	First AI in Marketing mod
2	MKT 3220	MKT 3220 - Healthcare Marketing (3)	Prerequisites: MKT 3210. This course will provide students with an understanding of marketing strategies and practices within the healthcare industry. Concepts such as market segmentation, target market, product positioning, and new product development will be covered and applied to key components of the healthcare industry (e.g. pharmaceuticals, medical devices, health insurance and providers). The structure of sales and marketing organizations as well as ethical issues facing the industry when marketing its products and services will also be discussed.	Proposed: AI in Healthcare Marketing <ul style="list-style-type: none"> Explore how AI enables patient journey mapping, personalized health campaigns, and marketing ROI optimization 	Proposed Future Module	Proposed module for AI a
3	MKT 3310	MKT 3310 - Business Ethics (3)	Business Ethics is concerned with the analysis and application of moral principles and norms or the clarification of dilemmas of managers and other employees who make business decisions. All prerequisite courses must be completed with a grade of "C" or better.	AI in Marketing: <ul style="list-style-type: none"> Ethical Use of AI in Marketing Critical Thinking for Leveraging AI in Marketing 	Ready to Deploy	AI ethical frameworks dir to critical thinking skills
4	MKT 3350	MKT 3350 - Promotion Management (3)	Prerequisites: MKT 3210. This course will study promotion as persuasive communication. It will examine promotion management and its relationship to the overall marketing program. Primary emphasis will be placed on advertising, sales promotion, and personal selling. All prerequisite courses must be completed with a grade of "C" or better.	Proposed: AI-Augmented Promotion Planning & Optimization <ul style="list-style-type: none"> Use AI to assist in generating and refining promotional messages while maintaining brand alignment. Understand how machine learning optimizes media mix, timing, and promotional budgets based on performance data. Evaluate AI-enabled experimentation tools to support rapid A/B testing and creative optimization. 	Proposed Future Module	Proposed module for prom
5	MKT 3450	MKT 3450 - Consumer Behavior (3)	Prerequisites: MKT 3210. This course includes an examination of the effects of personality, motivation, perception, learning, attitudes, cultural and social influences, and lifestyle changes on buying situations and how analysis of these	Proposed: AI-Enhanced Consumer Behavior Analysis <ul style="list-style-type: none"> Explore how AI identifies patterns in consumer motivation, perception, and attitudes across large datasets to predict buying behavior Evaluate AI-generated consumer insights critically, understanding the 	Proposed Future Module	Proposed module for AI-e

Overview MKT ACCT FIN ECON CIS CSEC MGT ENTR HRM DSC STQM RLST HADM CSB BLAW PFIN +

MARKETING IN THE AGE OF AI



- Defining AI capabilities in marketing
- Transforming marketing through AI across five stages
- Understanding AI collaboration structures and vocabulary
- Understanding context engineering for AI in marketing
- Understanding AI tools used by marketers
- Identifying ethical risks and frameworks in marketing AI
- Understanding critical thinking for effective AI collaboration



Get in touch!

- Gain access to faculty training
- Get AI skills mapped to your course
- Download session slides

