

Executive Program

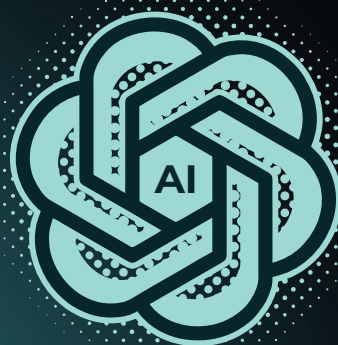
Artificial Intelligence [AI]

in Marketing en business development

For individuals with a bachelor's or master's degree (or equivalent)

Highly valued by participants
with a score of 8.7 out of 10

Understanding and applying AI
for senior professionals



The possibilities of AI More intelligent, quicker, improved, more enjoyable

Artificial Intelligence is poised to have a more significant influence on humanity than the invention of fire or electricity.
Sundar Pichai, Chief Executive Officer of Google

Technological innovation has never before arrived at such a swift pace.

As an effective marketer or business developer, it is essential to equip yourself for the opportunities and potential of AI, enabling you to engage in discussions and implement AI successfully for your company or brand.

Artificial intelligence presents unparalleled opportunities. An increasing number of organizations are effectively implementing AI applications.

AI will be crucial for organizations to remain relevant and effectively address individual customer needs. Understanding and utilizing AI are vital for managing future growth and maintaining a competitive edge.

Intended audience

Senior Professionals possessing advanced professional or university degrees and a minimum of 5 years of pertinent work experience.

Your aspiration

Do you aspire to be a leader in your field as an innovative senior professional?

- Are you looking to create an impact in the fields of marketing, communications, and business development within your organization?
- Do you aspire to be the preferred leader in your network?

This is a concise training program designed to enhance your success through the application of AI

- Relevant expertise and contemporary examples pertaining to marketing, communication, business development, and artificial intelligence.
- Practical tools and detailed step-by-step plans that can be directly applied.
- Value-oriented dialogue regarding the potential and constraints of utilizing AI

An exceptionally motivating course featuring pertinent modules and outstanding instructors.

Business Development Manager, Energy Sector



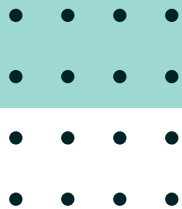
MODULES 6

Plan

How do you guarantee that, considering the rapid pace of current advancements, you can sustain or enhance your market position, stay unique, and utilize the technology appropriately?

This executive program comprises six half-day sessions conducted over three days, taking place every Friday, which facilitates integration with a demanding job. The knowledge acquired can be utilized right away.

The preparation time for each module ranges from 1 to 1.5 hours.



MODULE 01	 Introduction to Marketing, Business Growth & Artificial Intelligence	• Introduction to Artificial Intelligence: How Does Artificial Intelligence Function? • Diverse applications of AI in marketing and business development • effect on our profession, our everyday tasks • Artificial Intelligence and Ethics
MODULE 02	 Speed up, streamline, enhance your daily work with AI	• What are Large Language Models, how do they function, and which ones perform best in specific areas? • Comprehensive prompting workshop • In what ways can AI enhance, streamline, and advance processes?
MODULE 03	 Introduction Data Science and Analytics	• Introduction to Data Science • Effective analytics • Use cases: various applications of algorithms
MODULE 04	 Delegate complex and repetitive tasks to AI	• Custom GPT's • Deep research • AI and video creation • AI Agents
MODULE 05	 AI in Marketing and business development processes	• Implementing AI across all stages of marketing and business development • Target audiences and personas • What to do now as a marketer or business developer
MODULE 06	 AI as an additional brain Develop your own AI framework	• The prompt engineer: a profession of the future • How to engage prospective clients • Create your personalized GPT for diverse applications

Enhanced Interactive Learning

Inspiring and effective learning occurs in three stages:

Prior to the training days, participants will be equipped with preparation and inspiration via our online learning platform. This preparation may consist of brief introductory video lectures, case studies, and articles.

- 1. The instructional days are engaging, fostering the expansion, enhancement, and contemplation of new knowledge.
- 2. At the conclusion of each training day, participants are provided with essential insights and actionable advice to promptly apply their newly acquired knowledge.



Scholarly and applied educators



Maximum 25 participants



Enhanced Interactive Learning

Artificial Intelligence, deep learning, machine learning - whatever your current focus, if you do not comprehend it, take the time to learn it - because otherwise, you risk becoming obsolete within three years.

Mark Cuban, technology entrepreneur

Regarding EMI

The Erasmus Marketing Institute provides marketing training for professionals. We also support organizations with marketing strategies and intricate marketing challenges. Additionally, we aid in the continuous advancement of the marketing profession through research.

For additional details, please visit www.eur.nl/emi



Erasmus University certificate

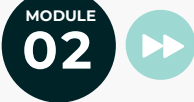
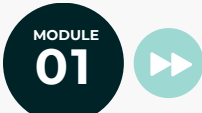
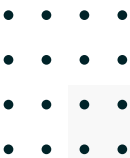


All individuals enrolled in the Artificial Intelligence in Marketing course will be awarded a certificate from Erasmus University Rotterdam.

This indicates that you have pertinent knowledge and skills. A EUR certificate enhances your CV and LinkedIn profile.

I am extremely pleased that I selected this program. I gained a significant amount of knowledge, and my mind is still buzzing from all the inspiring speakers and fellow students.

independent digital marketing consultant



START 6 Feb 2026

6 Feb 2026

9.00 - 12.30
[lunch]
13:30-17:00
(drinks afterwards)

27 Feb 2026

9.00 - 12.30
[lunch]
13:30-17:00
(drinks afterwards)

20 March 2026

9.00 - 12.30
[lunch]
13:30-17:00
(drinks afterwards)

course in English

START 29 May 2026

29 May 2026

9.00 - 12.30
[lunch]
13:30-17:00
(drinks afterwards)

12 June 2026

9.00 - 12.30
[lunch]
13:30-17:00
(drinks afterwards)

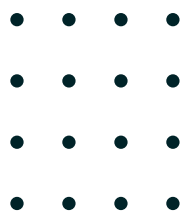
26 June 2026

9.00 - 12.30
[lunch]
13:30-17:00
(drinks afterwards)

course in Dutch

Teachers

*The instructors may differ for each training group, based on availability.



Director of Future Studies | Consultant in Strategic Foresight

Willem Peter is an author and a lecturer at the postgraduate level. He also provides guidance to organizations on investigating future possibilities and developing strategies that are resilient to change, especially in the fields of digital transformation and artificial intelligence.

Dr. Willem Peter de Ridder



Speaker | Consultant | Founder We Clairify

Claire is a seasoned marketer and a trailblazer in the use of generative AI. She assists clients in building AI expertise and capabilities, while also recognizing and executing AI opportunities.

Claire Verlaan



Advisor | Strategist | Founder of GenAI Strategy

Wouter serves as a strategist, trainer, and speaker. Leading his GenAI Strategy team, which includes business, linguistic, and technical specialists, he dedicates his efforts to (generative) AI strategy and implementation projects for a diverse array of clients.

Wouter van Haaften, Master of Science



Auteur AI in Marketing | Founder of AI Academy

Author, consultant, and trainer specializing in AI, particularly in the comprehension and application of AI in marketing for more intelligent and efficient marketing strategies.

Charida Dorder, MSc



Professor of Practical Econometrics

He is also a professor of Marketing Research and a former dean of the Erasmus School of Economics. He has authored articles in all major scientific journals and books. Since 1998, he has been ranked among the top economists in the Netherlands by the esteemed Dutch Economists Top 40.

Professor Dr. Philip Hans Franses



Executive Educator | Digital Strategist

Ayman specializes in digital marketing, digital customer experience, and lead generation. He serves as a lecturer, business consultant on digital transformation, and is a highly sought-after speaker in this domain.

Ayman van Bregt, MBA



Author of Writing for the Brain | Expert in Neuromarketing

Martin is a lecturer and a highly regarded source of inspiration in the fields of neuromarketing and conversion optimization. He is often referred to as the Dutch Cialdini. He employs AI and ChatGPT to enhance conversion rates and create persuasive content.

Martin van Kranenburg



Author, advisor | Founder of Fast Moving Targets

Specialist in media, technology, and innovation. Oversaw new media initiatives at VPRO. Assists organizations in optimizing the impacts of emerging technology. Writer of the popular Substack: Handpicked | AI in Practice. Speaker and educator on the potential and constraints of AI.

Erwin Blom

Erasmus Marketing Institute Team



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Additional information
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010-408 27 69

Erasmus University Rotterdam
Bring it to fruition.



Executive program

3 full days of lectures | inspiring preparation for every lecture day | Gather insights and practical tips to apply what you've learned in your work

Certificate from Erasmus University Rotterdam

Price

€3,490 (exempt from VAT)

To register

eur.nl/emi/opleidingen



Learning needs assessment

Would you be interested in discussing the program during an online consultation? Do you want to ensure that this program, or one of our other offerings, is suitable for you? Arrange a one-on-one meeting to talk about your educational requirements. Please send an email to erasmusmarketinginstitute@ese.eur.nl.

Feel free to reach out

Do you have any questions related to practical matters or content? We're happy to help. Please contact us via email at: erasmusmarketinginstitute@ese.eur.nl

To register

eur.nl/emi/opleidingen

'AI in Marketing at your fingertips! To all my colleagues
To marketers, I can only ask, what are you waiting for? My next step: creating my own GPT, as I now understand how. marketing director, telecommunications industry