

COURSE: INTRODUCTION TO AI IN MARKETING

Course #: MKTG 4114 (Approved for Pathways 5a)

Semester: Spring 2025

Schedule now available:

TR 3:30 to 4:45 PM;

HUTCH 310

Interested in learning how AI impacts the marketplace?

Enrolling in this course will help you better understand

- myths & facts associated with AI
- AI opportunities in marketing and sales
- how firms can implement AI successfully
- how AI impacts consumers, firms, and society



Contact shilpavrao@vt.edu for additional information.