

# CERTIFICATE OF PARTICIPATION

iversity hereby certifies that **Andreas Martinis** has participated in the following course from April 2020 to May 2020:

## Artificial Intelligence in Marketing

Taught by Prof. Dr. Claudia Bunte.

The course dealt with the most important topics around AI in marketing:

- The importance of AI in business and marketing
- The definition of AI and the classification of Machine Learning
- The current assessment of importance and use of AI in marketing from the perspective of marketing managers
- The future importance of AI in marketing
- Key driver for analysing the team ability when using AI
- Best practice tools for AI in marketing
- Practical tips for the use of AI in marketing

Congratulations - you have proven human intelligence in dealing with artificial intelligence. We wish you success in the introduction and use of AI in marketing

### About Kaiserscholle - Center of Marketing Excellence

The course was developed in cooperation with Kaiserscholle. Kaiserscholle advises international top brands and outstanding medium-sized companies in all challenges of marketing, brand management and digital transformation.



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