![T42 Academy logo]

*T42 Academy is here to make sure you're not left behind.*

HRD CORP CLAIMABLE

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# MASTERING AI WITH HUMAN CREATIVITY

**Session 1: Introduction to Digital Marketing**
- ✓ Evolution of marketing & social media channels
- ✓ Key elements: audience, content pillars, tone, personality
- ✓ KPIs & measuring digital success

**Session 2: The 2025 Consumer Mindset**
- ✓ Consumer behaviours & opportunities
- ✓ Adapting strategies to new needs
- ✓ Group Project: Create a Digital Marketing Funnel Campaign

**Session 3: Overview of AI Technology**
- ✓ Basics of AI & machine learning
- ✓ Role of AI in enhancing work activities
- ✓ Master Prompt & AI-powered tools
- ✓ Workshop: Explore AI Tools

**Session 4: AI Automation with Human Creativity**
- ✓ Balancing automation & storytelling
- ✓ Emotional intelligence in AI-driven strategies
- ✓ Group Project: Designing AI-driven Digital Campaigns

**Session 5: AI-Driven Strategy**
- ✓ Understanding Value Proposition
- ✓ Pain Reliever vs Gain Creator
- ✓ Personalisation with a human touch
- ✓ Co-creation with user-generated content

**Session 6: Hands-On & Project Work**
- ✓ Creative skills development
- ✓ Group Project: Apply AI + Human Creativity in Real Scenarios

~~RM3,720~~

## RM2,699
**BEST PRICE!**

Promo applies to September & October classes only

**Why Join This Training?**
- ✓ Master the fundamentals of AI in digital marketing
- ✓ Balance automation with human creativity & storytelling
- ✓ Gain hands-on experience through workshops and group projects

[QR code] How much do you really know about AI? Scan here for a quick self-check

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