AI in marketing and communication

Course code: AI_MKT_VK

An intensive six-hour course focused on the practical use of generative artificial intelligence in marketing. Participants will learn how to effectively create advertising texts, visuals, videos and automate marketing processes using tools such as ChatGPT, Copilot, DALL·E, HeyGen and Kling AI. The course includes theoretical foundations, practical demonstrations and exercises, including campaign creation, graphics and personalized AI solutions. Ideal for anyone who wants to improve their skills in modern marketing using AI.

Affiliate	Duration	Course price	ITB
Praha	1	7 500 Kč	10
Brno	1	7 500 Kč	10
Bratislava	1	300 €	10

The prices are without VAT.

Course terms

Date	Duration	Course price	Type	Course language	Location
24.04.2026	1	300 €	Presence	CZ/SK	GOPAS Bratislava
12.06.2026	1	300 €	Online	CZ/SK	Online
08.09.2026	1	7 500 Kč	Presence	CZ/SK	GOPAS Praha

The prices are without VAT.

Who is the course for?

For all users interested in using AI in marketing and communications.

What we will teach you

We will teach you how to effectively use generative AI for marketing activities – from texts to visuals to videos and automations.

Course outline

Introduction to the world of generative AI in marketing

- What is generative artificial intelligence and how does it work
- How AI changes communication, content and customer experience
- Overview of the most used tools: ChatGPT, Copilot, DALL·E, HeyGen

Objective: participants will understand the basic principles and possibilities of using AI

Text AI: advertising texts, posts, emails

- Working with ChatGPT and Microsoft Copilot in practice
- How to write effective prompts for marketing
- Creating advertising texts, social media posts, newsletters
- Localization, transcription, adapting style and tone to the target group

Practical part: participants will create an advertising campaign and an email in two variants

Graphics using AI: banners, logos, images, visuals

- Creating images using DALL·E, Ideogram, Canva AI
- Banners, posts, brand graphics, logo design
- Prompting for visual outputs, style tuning

Practical part: creating a banner and graphics for a real product

Video using AI: no filming, no editing

- Tools: HeyGen, Kling AI – how they work
- Videos for products, brands, education, FAQ
- Personalization, dubbing, language mutations

Practical part: participants will create a video for a product/service from their field

AI in automation: e-mailing, CRM, advertising

- Creating content variants for different segments
- A/B testing using AI
- Copilot in Outlook, Excel and PowerPoint – examples of use

Practical part: campaign design with text and advertising version personalization

Custom AI assistant + summary

- what is Custom GPT and how to create your own AI assistant
- Chatbots and virtual assistants: how to use them in marketing and support
- Discussion: how to incorporate all this into your team and work

Practical part: design your own AI assistant according to the needs of the participant

Summary, tailored recommendations, space for questions