

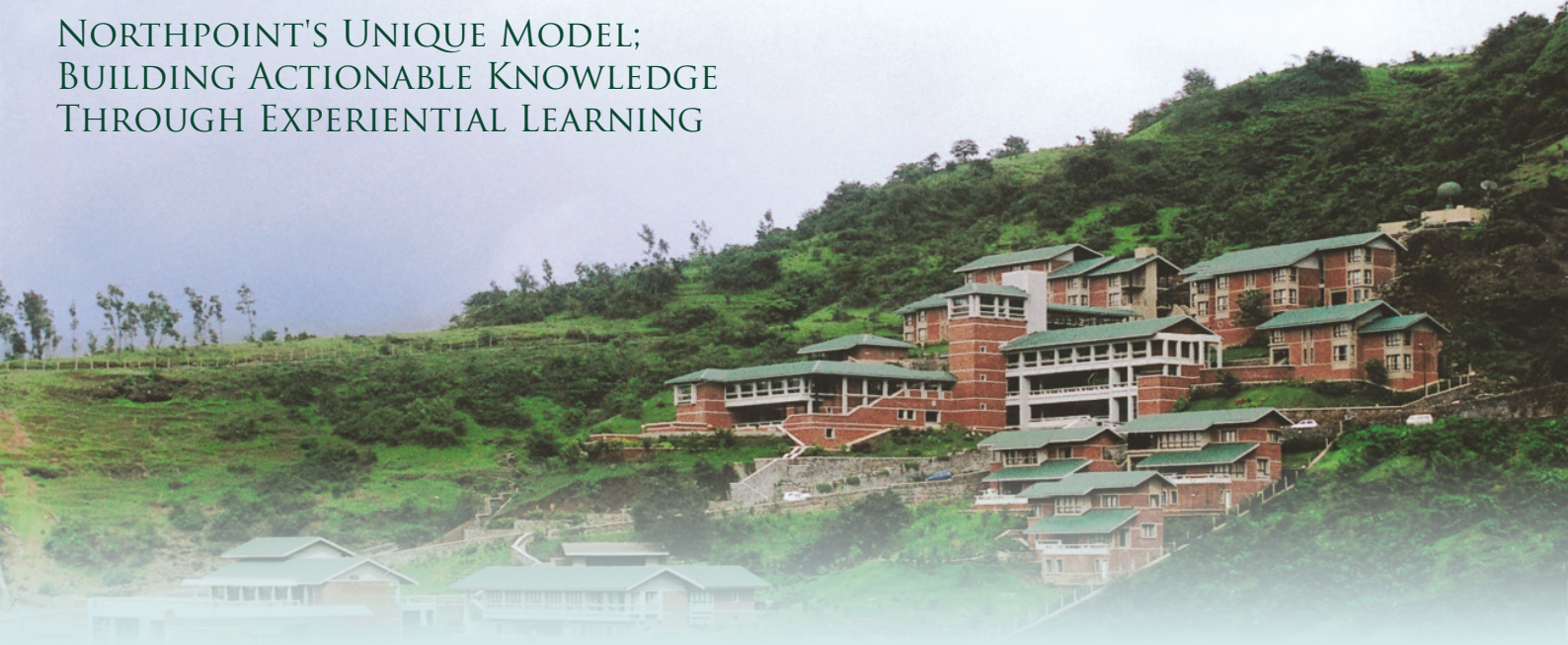


NORTHPOINT
CENTRE OF LEARNING

Tech Partner



NORTHPOINT'S UNIQUE MODEL;
BUILDING ACTIONABLE KNOWLEDGE
THROUGH EXPERIENTIAL LEARNING



Presenting
**EXECUTIVE PROGRAM IN
APPLICATIONS OF GEN AI TO
MAXIMISE ADVERTISING COMMUNICATION IMPACT**

September 14 - October 19, 2024

Program Highlights

- 1-month hybrid program
- 16 hours of online sessions over weekends; 1-day campus immersion at Khandala
- Program designed and delivered by senior marketing experts with a track record of successfully implementing Gen AI in marketing strategies
- Program enables holistic understanding of using Gen AI for content creation, optimizing ad copy, personalizing customer experiences, streamlining data analysis and generating consumer insights

Develop Expertise in

- Using Gen AI and Prompt Engineering to create communication that engages customers
- Using ChatGPT to personalize customer interactions
- AI powered marketing funnels
- Using Gen AI to optimise social media strategy
- Using Gen AI for customer retention
- Delivering big data at scale and making data driven decisions

Program Faculty



Siddhesh Joglekar
PGDM - IIM, Calcutta
CEO, Programming Hub



Laxmi Narayanan G.
PGDM - IIM, Lucknow
CSO- Vega HR, Global Delivery Head, Polestar Solutions



Dr. Avadhoot Jathar
PhD - IIM, Bangalore
Data Scientist, Kantar

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