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ФИО: Ястребов Олег Александрович
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**Federal State Autonomous Educational Institution of Higher Education
Peoples' Friendship University of Russia named after Patrice Lumumba
RUDN University**

educational division (faculty/institute/academy) as higher education programme developer

COURSE SYLLABUS

ARTIFICIAL INTELLIGENCE IN THE PROFESSIONAL ACTIVITY OF A MARKETER IN THE DIGITAL INTERNATIONAL ENVIRONMENT

course title

Recommended by the Didactic Council for the Education Field of:

38.04.02 MANAGEMENT

field of studies / speciality code and title

**The course instruction is implemented within the professional education programme of
higher education:**

INTERNATIONAL MARKETING AND BUSINESS

higher education programme profile/specialisation title

2026 г.

1. COURSE GOAL(s)

The discipline "Artificial Intelligence in the Professional Activity of a Marketer in the Digital International Environment" is part of the master's program "International Marketing and Business" in the direction 38.04.02 "Management" and is studied in the 3rd semester of the 2nd year. The discipline is implemented by the Department of Marketing. It consists of 3 sections and 9 topics and is aimed at studying developing practical AI literacy among marketers and equipping them with the skills to effectively integrate artificial intelligence tools into their professional activities within the digital international environment.

The goal of mastering the discipline is to prepare marketers to strategically leverage AI-driven technologies for data-informed decision-making, personalised communication, and competitive positioning in global digital markets.

2. REQUIREMENTS FOR LEARNING OUTCOMES

Mastering the discipline "Artificial Intelligence in the Professional Activity of a Marketer in the Digital International Environment" is aimed at forming the following competencies (parts of competencies) among students:

Table 2.1. List of competences that students acquire through the course study

Competence code	Competence descriptor	Competence formation indicators (within this course)
GPC-6	Able to critically evaluate the possibilities of digital technologies for solving professional tasks, work with digital data, evaluate their sources and relevance.	GPC-6.1 Proficient in digital technologies for the successful solution of professional tasks; GPC-6.2 Able to work with digital data, evaluate its sources and relevance; GPC-6.3 Knows how to use general or specialized application software packages designed to perform professional tasks.;
PC--1	Capable of conducting marketing research, taking into account the influence of the international digital environment and artificial intelligence tools	PC--1.1 Knows the goals, stages and procedures of marketing research; PC--1.2 Able to work with digital data, evaluate its sources and relevance; PC--1.3 Knows how to evaluate the economic and social effectiveness of marketing research; PC--1.4 Knows the principles of interpretation of scientific research results in professional activity;
PC-7	Able to organize and carry out general, targeted, individual measures to counter the spread of the ideology of terrorism and the ideas of neo-Nazism.	PC-7.1 Defines the content and forms of preventive work to counter the ideology of terrorism and neo-Nazism in accordance with current regulatory legal acts. ; PC-7.2 Organizes and conducts preventive measures in an educational or social environment in accordance with established requirements and regulatory documents;

3. COURSE IN HIGHER EDUCATION PROGRAMME STRUCTURE

The discipline "Artificial Intelligence in the Professional Activity of a Marketer in the Digital International Environment" belongs to the mandatory part of block 1 "Disciplines (modules)" of the higher education program.

Within the higher education program, students also master other disciplines and/or practices that contribute to achieving the planned learning outcomes of the discipline "Artificial Intelligence in the Professional Activity of a Marketer in the Digital International Environment".

Table 3.1. The list of the higher education programme components/disciplines that contribute to the achievement of the expected learning outcomes as the course study results

Competence code	Competence descriptor	Previous courses/modules*	Subsequent courses/modules*
GPC-6	Able to critically evaluate the possibilities of digital technologies for solving professional tasks, work with digital data, evaluate their sources and relevance.	Research Work;	Pre-Degree Internship;
PC-7	Able to organize and carry out general, targeted, individual measures to counter the spread of the ideology of terrorism and the ideas of neo-Nazism.		Pre-Degree Internship;
PC--1	Capable of conducting marketing research, taking into account the influence of the international digital environment and artificial intelligence tools	Consumer Behavior in International Markets; Research Work;	Pre-Degree Internship;

* filled in accordance with the competency matrix and the SIP of the educational program of higher education

** - elective disciplines/practices

4. COURSE WORKLOAD AND ACADEMIC ACTIVITIES

The total workload of the discipline "Artificial Intelligence in the Professional Activity of a Marketer in the Digital International Environment" is 4 credit units

Table 4.1. Types of academic activities during the periods of higher education programme mastering.

Type of academic activities	Total academic hours		Semesters/training modules
			3
<i>Contact academic hours</i>	54		54
Lectures (LC)	18		18
Lab work (LW)	0		0
Seminars (workshops/tutorials) (S)	36		36
<i>Self-studies</i>	72		72
<i>Evaluation and assessment (exam/passing/failing grade)</i>	18		18
Course workload	academic hours	144	144
	credits	4	4

5. COURSE CONTENTS

Table 5.1. Course contents and academic activities types

Module Number	Name of the Discipline Section	Name of the Topic	Content of the Topic	Type of Academic Work*
Module 1	Foundations of AI in Digital Marketing	1.1 AI Technologies: Key Concepts for Marketers	Core AI technologies relevant to marketing: machine learning, NLP, generative AI, computer vision. The role of data as the foundation of AI-driven marketing decisions. Overview of the AI marketing technology landscape and major platforms.	LC, S
		1.2 AI-Driven Consumer Insights and Data Analytics	AI tools for collecting, processing and interpreting large-scale consumer data. Predictive analytics and behavioural modelling for demand forecasting. Real-time audience segmentation using AI-powered analytics platforms.	LC, S
		1.3 Ethical and Legal Dimensions of AI in Global Marketing	Data privacy regulations in international markets: GDPR, CCPA and regional frameworks. Ethical risks of AI in marketing: bias, manipulation, transparency. Building responsible AI practices within a marketing team.	LC, S
Module 2	AI Tools in Marketing Practice	2.1 AI-Powered Content Creation and Personalisation	Generative AI tools for creating text, visual and video marketing content. Hyper-personalisation of communication: dynamic content and individual customer journeys. Prompt engineering fundamentals for marketers working with AI content tools.	LC, S
		2.2 AI in Advertising and Campaign Optimisation	Programmatic advertising and AI-driven media buying in international markets. Automated A/B testing and real-time campaign performance optimisation. AI-based targeting and lookalike audience modelling across digital platforms.	LC, S
		2.3 AI for Customer Experience and CRM	AI-powered chatbots and virtual assistants in customer service and lead generation. Intelligent CRM systems: automating personalised communication at scale. Sentiment analysis and social listening tools for brand reputation management.	LC, S
Module 3	AI Marketing Strategy in the International Digital Environment	3.1 Building an AI-Driven Marketing Strategy for Global Markets	Framework for integrating AI into an international digital marketing strategy. Selecting and combining AI tools in line with business goals and market specifics. KPIs and performance measurement for AI-enhanced marketing activities.	LC, S
		3.2 Cross-Cultural Adaptation of AI Marketing Tools	Challenges of deploying AI marketing tools across different cultural and linguistic contexts. Adapting AI-generated content and personalisation logic for international audiences. Regional platform specifics: AI capabilities in Google, Yandex and regional ad ecosystems.	LC, S

Module Number	Name of the Discipline Section	Name of the Topic	Content of the Topic	Type of Academic Work*
		3.3 The Future of the Marketing Profession in the Age of AI	Transformation of marketing roles and competencies under the influence of AI. Human + AI collaboration: which tasks are automated and where human expertise remains critical. Continuous learning strategies for marketers to stay competitive in an AI-driven environment.	LC, S

* - to be filled in only for **full**-time training: *LC* - lectures; *LW* - lab work; *S* - seminars.

6. CLASSROOM EQUIPMENT AND TECHNOLOGY SUPPORT REQUIREMENTS

Table 6.1. Classroom equipment and technology support requirements

Type of academic activities	Classroom equipment	Specialised educational / laboratory equipment, software, and materials for course study (if necessary)
Lecture	A lecture hall for lecture-type classes, equipped with a set of specialised furniture; board (screen) and technical means of multimedia presentations.	Lenovo IdeaCentre C560 All-in-One (i3-4160T/6 GB/1000 GB/DVD/audio). Multimedia projector Casio XJ-H1700. Electric screen, white matte. 2-input audio mixer. Infinity 100W acoustic system.
Seminar	A classroom for conducting seminars, group and individual consultations, current and mid-term assessment; equipped with a set of specialised furniture and technical means for multimedia presentations.	Asus F6A laptop. Casio XJ-S400UN multimedia projector. Digis Electra MW DSEM-1105 motorized screen.
Self-studies	A classroom for independent work of students (can be used for seminars and consultations), equipped with a set of specialised furniture and computers with access to the electronic information and educational environment.	Libraries Hall

* - The premises for students' self-studies are subject to **MANDATORY** mention!

7. RESOURCES RECOMMENDED FOR COURSE STUDY

Main reading:

- Hussein, I. D. *Digital Marketing Communications*: textbook for universities / I. D. Hussein. — Moscow: Yurayt Publishing House, 2026. — 68 p. — (Higher Education). — ISBN 978-5-534-15010-0. — Electronic text // Yurayt Educational Platform [website]. — URL: <https://urait.ru/bcode/589006>
- Konyagina, M. N. *Fundamentals of the Digital Economy*: textbook and workshop for universities / M. N. Konyagina; editor-in-chief M. N. Konyagina. — 2nd ed. — Moscow: Yurayt Publishing House, 2026. — 240 p. — (Higher Education). — ISBN 978-5-534-21494-9. — Electronic text // Yurayt Educational Platform [website]. — URL: <https://urait.ru/bcode/588302>

Additional reading:

- Gorelova, N. A. *Digital Economy. Digital Transformation of Society*: textbook for secondary vocational education / N. A. Gorelova, O. N. Korableva. — 2nd ed., revised and enlarged. — Moscow: Yurayt Publishing House, 2026. — 328 p. — (Vocational Education).

— ISBN 978-5-534-20736-1. — Electronic text // Yurayt Educational Platform [website].

— URL: <https://urait.ru/bcode/589977>

2. Trofimov, V. V. *Intelligent Decision Support Systems. Digital Transformation, Artificial Intelligence: textbook for universities* / V. V. Trofimov, E. V. Trofimova. — Moscow: Yurayt Publishing House, 2026. — 199 p. — (Higher Education). — ISBN 978-5-534-21777-3. — Electronic text // Yurayt Educational Platform [website]. — URL: <https://urait.ru/bcode/590642>

Internet sources:

1. Electronic libraries (EL) of RUDN University and other institutions, to which university students have access on the basis of concluded agreements:
 - RUDN Electronic Library System (RUDN ELS) <http://lib.rudn.ru/MegaPro/Web>
 - EL "University Library Online" <http://www.biblioclub.ru>
 - EL "Yurayt" <http://www.biblio-online.ru>
 - EL "Student Consultant" www.studentlibrary.ru
 - EL "Lan" <http://e.lanbook.com/>
 - EL "Trinity Bridge"
2. Databases and search engines:
 - electronic foundation of legal and normative-technical documentation <http://docs.cntd.ru/>
 - Yandex search engine [https:// www .yandex.ru/](https://www.yandex.ru/)
 - Google search engine <https://www.google.ru/>
 - Scopus abstract database <http://www.elsevierscience.ru/products/scopus/>

Training toolkit for self- studies to master the course *:

Course of Lectures on the Discipline "Artificial Intelligence in the Professional Activity of a Marketer in the Digital International Environment"

* The training toolkit for self- studies to master the course is placed on the course page in the university telecommunication training and information system under the set procedure.

All teaching and methodological materials for students' independent work are posted in accordance with the established procedure on the discipline page in TUIS!

DEVELOPERS:

Associate Professor

Ravil Ramilevich Asmyatullin

position, department

name and surname

position, department

name and surname

position, department

name and surname

HEAD OF EDUCATIONAL DEPARTMENT:

Head of the Department

Anastasia Vladimirovna Lukina

name of department

name and surname

HEAD

OF HIGHER EDUCATION PROGRAMME:

Head of the Department

Anastasia Vladimirovna Lukina

position, department

name and surname