

Instructional Scenario

AI-Driven Personalized Marketing Strategies



Course/Duty Area: Artificial Intelligence Fundamentals/Developing Employability Skills

Scenario: A retail company is considering using AI-powered tools to personalize marketing efforts for their customers. Your team has been assigned to explore how AI can analyze customer purchase history and preferences to create targeted advertisements. The goal is to improve customer engagement and sales while ensuring ethical use of data. Your recommendation must be presented to the company's executive team within four months.

Big Question: How can AI enhance personalized marketing strategies while maintaining ethical data use?

Focused Questions:

- How does AI analyze consumer behavior to create targeted marketing campaigns?
- What ethical concerns arise from using AI in marketing?
- What impact do AI-driven marketing strategies have on business revenue?
- How can companies balance automation with a human touch in marketing?

Student Project or Outcome: Students will research AI marketing tools, compare their effectiveness, and create a marketing strategy using AI personalization techniques. They will also address ethical considerations.

Project-Based Assessment: Students will use AI tools to develop a marketing plan. They will present their findings in a multimedia format, such as an infographic, report, or video presentation.

Teacher Resources:

AI Marketing Tools:

- [HubSpot AI-Powered Marketing](#)
- [Google AI for Marketing](#)
- [Salesforce AI Marketing](#)

Articles & Case Studies:

- [How AI Personalizes Marketing](#)
- [AI-Driven Advertising Case Study](#)

Ethical Considerations in AI Marketing:

- [AI & Consumer Privacy](#)
- [GDPR & AI Marketing](#)

Lesson Plans & Videos:

- [AI in Digital Marketing – YouTube](#)
- [AI Marketing Course – Coursera](#)

Note: This instructional scenario was created with the help of AI.

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