Master of Science in Applied Artificial Intelligence for Business and Media 36 Credits, 1 year Program
Term 1
Prompt Engineering and Generative AI Tools-Hands-on with ChatGPT, Claude, Midjourney, DALL·E, Adobe Firefly, RunwayML, and other no-code/low-code AI tools for content creation, ideation, and design. 4 Credits
AI in Business Strategy and Decision-Making-How AI supports marketing automation, CRM analytics, demand forecasting, personalization, competitive intelligence, and product development. 4 Credits
AI in Media, Content, and Creativity-Focused on storytelling, video production, content repurposing, social media campaigns, and brand strategy using AI tools. Ethical use and copyright risks also covered. 4 Credits
Term 2
Applied Machine Learning Tools (No Code)-Using platforms like Google AutoML, Microsoft Azure ML, DataRobot, and MonkeyLearn. Emphasis on data input/output, model selection, and interpreting results. 4 Credits
AI for Marketing and Customer Experience-Use of AI for customer segmentation, chatbot deployment, predictive customer behavior, SEO content planning, and marketing analytics tools. 4 Credits
Data Visualization and Storytelling with AI-Using Tableau, Power BI, Canva AI, and storytelling tools to create executive-ready visual reports from AI-generated insights. 4 Credits
Term 3
Natural Language Processing Applications-Text summarization, sentiment analysis, resume screening, and transcription using tools like ChatGPT, Whisper AI, Copy.ai, and IBM Watson NLP. 4 Credits
AI in E-commerce and Retail-Tools for smart pricing, inventory management, recommendation systems, personalization engines, and customer behavior analytics. 4 Credits
Generative Video and Audio AI in Media-Using tools like Synthesia, RunwayML, ElevenLabs, Descript, and Pictory for creating explainer videos, voiceovers, and marketing content. 4 Credits
36 Credits, Standard for USA Master's Degree

Courses may be substituted or changed at any time, as curriculums undergo continued revision and updating.