



HUMAN TO HUMAN MARKETING IN THE AGE OF AI: BUILDING AUTHENTIC CONNECTIONS

SUMMER PROGRAM

JOIN THE HUMAN TO HUMAN MARKETING PROGRAM IN MADRID



ABOUT OUR SUMMER PROGRAM: Earn 10 ECTS Exploring Madrid

June – July, 2024

LOCATION: ESIC UNIVERSITY

- Join our Summer Program and gain cutting-edge insights into Human to Human Marketing in the Age of AI from esteemed experts.
- Make the most of your time by earning 10 ECTS credits in two weeks, combining intensive learning with an unforgettable international experience.
- **Cultivate Genuine Connections:** learn to apply empathy and active listening to transcend B2B and B2C language and foster deeper, authentic relationships in any business context.
- **Create Holistic Marketing Strategies** – blend AI technologies with human-centric marketing strategies to deliver personalized, meaningful customer experiences that never lose the human touch.
- **Navigate Digital Overload** – craft authentic narratives that cut through the digital noise and engage audiences.
- **Pioneer ethical leadership in AI driven marketing** – learn how to pioneer responsible, ethical practices that prioritize consumer welfare and data privacy.
- Engage in interactive workshops, case studies, and a challenging final project that blends academic learning with practical application
- Enhance your resume and personal portfolio with a unique international study experience, setting you apart in the competitive job market



HUMAN TO HUMAN MARKETING: THE PROGRAM

WEEK 1:

MODULE I: CORE CONCEPTS & PRINCIPLES

Core Concepts
Differences between H2H, B2C and B2B
Authenticity & Empathy in Marketing

MODULE II: AI IN MARKETING

Capabilities
Ethical Considerations
Case Studies of AI enhanced personalization

MODULE III STORYTELLING

Brand Stories
AI in content optimization
Balancing AI driven content with human creativity

WEEK 2:

MODULE IV: PSYCHOLOGY OF DECISION MAKING

Human needs and motivations
Psychological triggers
AI for deeper insights

MODULE V: AUTHENTICITY IN DIGITAL MARKETING

Maintaining human connections in a digital age
Balancing automation and human touch

MODULE VI: IMPLEMENTING H2H STRATEGIES

Planning & Execution
Measuring success based on data
Continuous learning from human interactions
Personalizing Cex at scale with AI

CAPSTONE PROJECT

DARE TO DISCOVER, ACHIEVE, RELATE, AND EXCEL WITH OUR SUMMER PROGRAM IN MADRID

01.

DISCOVER a new world of opportunities in the vibrant city of Madrid

02.

FOSTER creative thinking and innovation in AI integration for human-centred marketing

03.

RELATE to a global community of holistic thinkers who lead through example

04.

EXCEL in your career and personal development

05.

Connect with the like-minded students from around the world

06.

Build lasting friendships and expand your professional network.



**DARE TO MAKE IT HAPPEN: BUILD
AUTHENTIC CONNECTIONS**

