



AI for Marketing & Business





Course Overview

**Don't Just Use Ai.
Use Ai to Get Marketing Work Done.**

Marketing teams are expected to create more content, move faster and keep up with constantly changing platforms. AI can help. In this hands-on course, you'll learn how to use AI to turn everyday marketing tasks into faster, more efficient workflows.

Learn how to use AI to:

- **Write:**
 - Marketing copy
 - Social media captions
 - Headlines and content ideas
 - Product descriptions
 - Campaign concepts
- **Create:**
 - Marketing images
 - Product visuals
 - Social media creatives
 - Visual concepts
- **Produce:**
 - Short marketing videos
 - Video concepts and scripts
 - Social media video content
- **Promote:**
 - Social media campaigns
 - Content ideas
 - Creative concepts
 - AI-assisted marketing workflows

Spend less time creating from scratch. Spend more time improving, testing and marketing.

Course Content

» Module 1

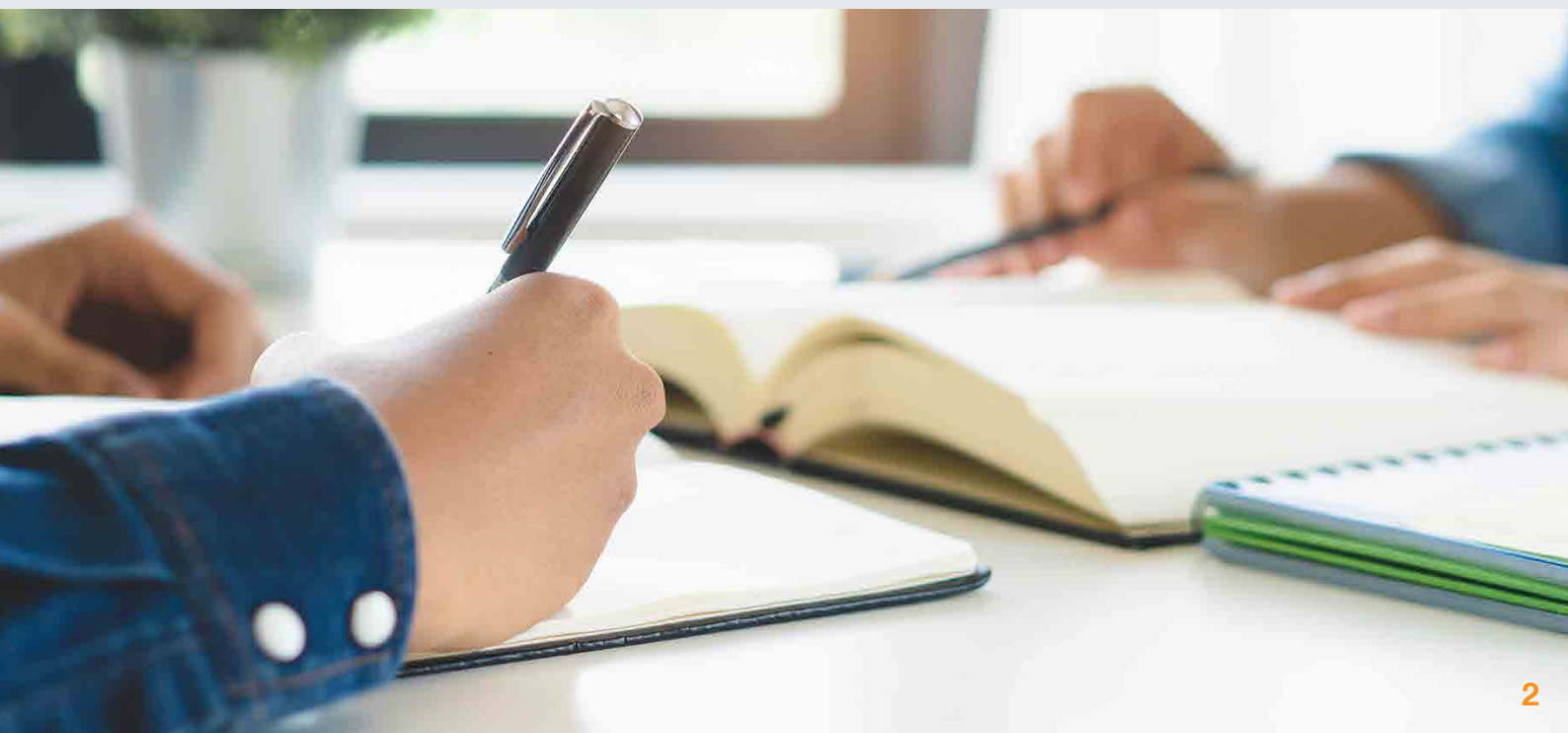
An Introduction to AI LLMs

- **Understanding Artificial Intelligence (AI):** Core definitions, understanding AI as a content prediction engine.
- **Business & Everyday AI Applications:** Real-world usage examples in businesses and why businesses use AI.
- **Overview of Major LLMs:** Comparison of the major ChatBots and their strengths.
- **Effective AI Prompting:**
 - Transitioning from "searching" to "instructing".
 - The RTCFT Framework (Role, Task, Context, Format, Tone).
 - Hands-on activity: Creating a reusable Master Prompt.

» Module 2

AI Tools for Marketing & Business

- **Introduction to AI Video Tools:** Use cases including social media content, product demos, tutorials, marketing, and education.
- **TikTok Symphony Creative Studio:**
 - Text-to-Video, Image-to-Video, & Reference-to-Video: Generating TikTok ad content from text prompts, static images, or reference files.
 - Voiceover Avatars: Creating AI real-human avatars, setting script voiceovers, generating auto-captions, and editing video timelines.
 - Product Avatars: Generating AI human models showcasing specific products.
- **Lumen5:**
 - Turning text, articles, PDFs, and links into videos.
 - Applying templates, blueprints, AI voiceovers, and magic brand kits.
- **Fliki.ai:**
 - Transforming ideas, scripts, and blog posts into video content.
 - Customising scenes, auto-matching stock media, adding AI voice narration, and setting display formats.
- **Hands-on Video Activities:** Practical exercises on generating short-form hooks, product demos, or blog-to-video explainers using TikTok Symphony, Lumen5, or Fliki.



» Module 3

AI Image Generation

- **Importance of Visuals:** Visual processing statistics and impact on business engagement/conversions.
- **Magnific (formerly Freepik):**
 - Overview of the creative suite tools.
 - Text-to-Image generation using detailed prompts, styles, and image editing controls.
- **Canva AI:**
 - Using Canva AI to describe and build custom visuals.
 - Utilising AI tools: Magic Edit, Magic Design, Background Remover, and Magic Enhance.
- **Gemini for Image Generation:**
 - Text-to-Image creation.
 - Modifying existing images with follow-up prompts.
 - Doodle-to-Reality Challenge: Taking hand-drawn sketches and prompting Gemini to render them into photorealistic or 3D images.
- **Prompting Techniques for Visuals:** Crafting descriptive visual prompts (specifying subject, adjectives, style, and lighting).

» Module 4

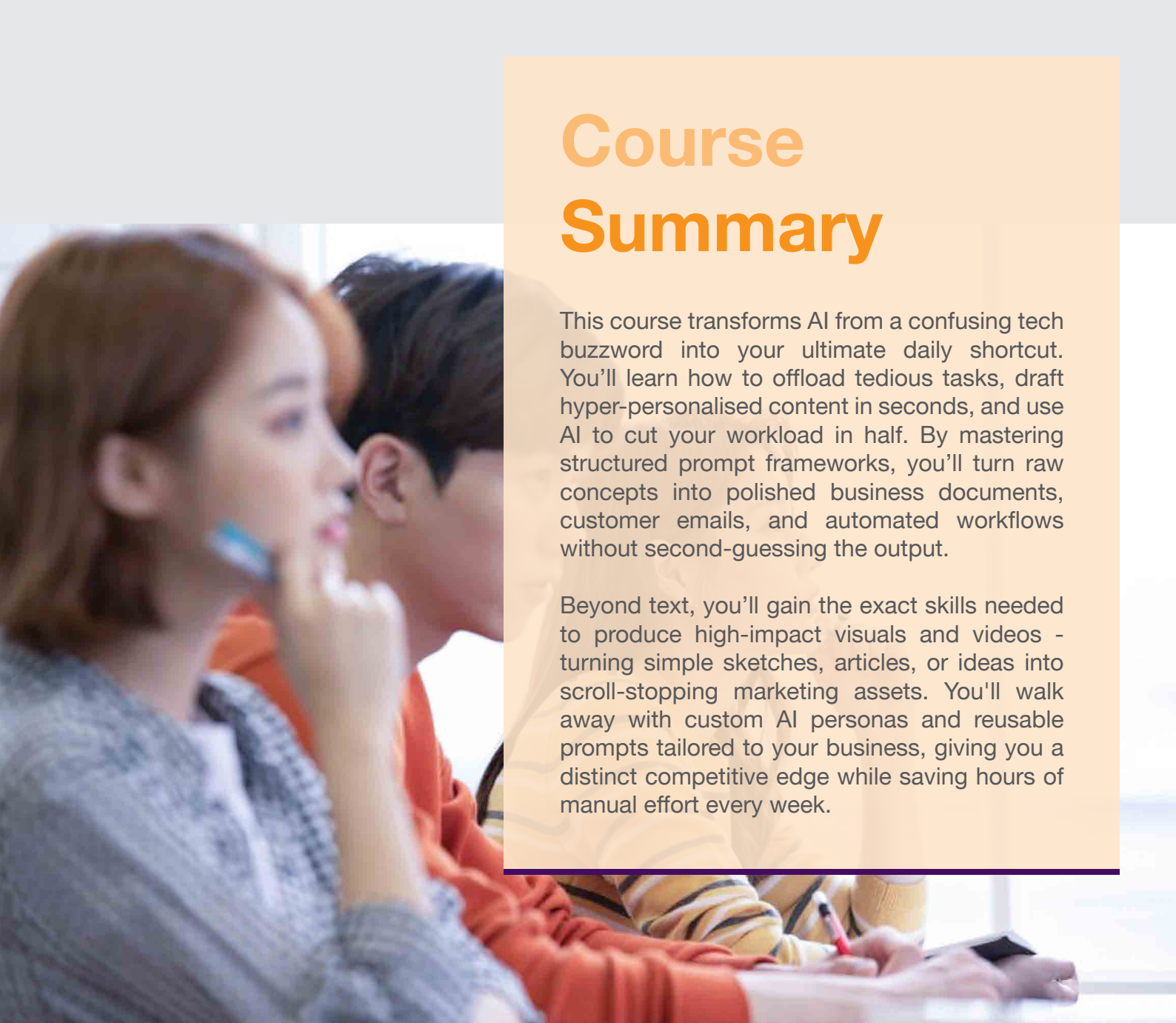
Copywriting Using AI

- **Prompting Frameworks for Copywriting:**
 - Single Task Type: Generating fixed-structure outputs for workflows.
 - Multiple Task (Multi-Tasking): Managing complex, multi-step batch tasks from single activation commands.
 - Variant Task (Variations/Iterative Task): Crafting multiple variations or scenarios (e.g., customer email responses with customisable solution paths).
- **Advanced Gemini Features:**
 - Gemini Gems: Creating persistent, custom AI personas with preset roles, tones, constraints, and uploaded knowledge files/context documents.
 - Gemini Canvas: Interactive workspace for prototyping forms, slide presentations, and visual infographics without coding.
- **The AI Questioning Technique:** Instructing the AI to ask clarifying questions before writing to ensure complete and accurate content generation.

» In Closing

- **Best Practices & Responsible AI Use:**
 - Editing and refining copy to maintain the human touch.
 - Understanding **AI Hallucinations** (why they occur and how to spot made-up facts).
 - Ethical considerations: Data privacy, accuracy verification, bias checking, copyright/permissions, and brand safety.





Course Summary

This course transforms AI from a confusing tech buzzword into your ultimate daily shortcut. You'll learn how to offload tedious tasks, draft hyper-personalised content in seconds, and use AI to cut your workload in half. By mastering structured prompt frameworks, you'll turn raw concepts into polished business documents, customer emails, and automated workflows without second-guessing the output.

Beyond text, you'll gain the exact skills needed to produce high-impact visuals and videos - turning simple sketches, articles, or ideas into scroll-stopping marketing assets. You'll walk away with custom AI personas and reusable prompts tailored to your business, giving you a distinct competitive edge while saving hours of manual effort every week.

Course Objectives

- ▶ Master core AI models and prompting frameworks to automate complex tasks, perform data analysis, and build tailored Master Prompts using the RTCFT methodology.
- ▶ Generate engaging video content from text, images, and documents using AI platforms such as TikTok Symphony, Lumen5, and Fliki.
- ▶ Produce photorealistic visuals and brand graphics by applying visual prompting techniques across Magnific, Canva AI, and Gemini.
- ▶ Implement advanced copywriting techniques and custom personas while adhering to ethical AI standards, data privacy, and mitigation of hallucinations.

Course

Learning Outcomes



1.

Formulate effective prompts:

Master the RTCFT framework to reliably control role, task, context, format, and tone.

2.

Select appropriate LLMs:

Match tasks like research, content creation, or data analysis with the right AI model.

3.

Construct video assets:

Convert text, articles, or images into videos using TikTok Symphony, Lumen5, and Fliki.

4.

Generate visual graphics:

Apply visual prompting in Canva AI, Magnific, and Gemini to create brand imagery.

5.

Build custom AI personas:

Deploy Gemini Gems and Canvas to automate recurring workflows and interactive prototypes.

6.

Design copywriting workflows:

Set up multi-task and variant prompts for automated marketing copy, email responses, and translations.

Testimonials

I would like to thank the trainers for sharing their knowledge on the application and operational skills of AI in marketing and business. This course has been engaging, filled with surprises, and has equipped me with new skills.

Kelvin Lok Kerk Tee

Genting Property Sdn Bhd

I attended this course via Zoom. Overall, the training experience was great. Trainer was kept the presentation more lifestyle with examples that were applicable to what we faced in daily lives. He was able to answer my questions asked and very helpful.

Lim Chai Chin

Big Grain Capital Sdn Bhd

My company has enrolled me in one of their courses, and I'm impressed with the quality of the training. The materials were comprehensive, the trainer was knowledgeable, and the content delivered was solid and well-structured, Which is actually helping me in improving business knowledge. I would highly recommend this academy to anyone who is looking to upskill their career.

Ch'ng Shee Kei

VMM Holdings Sdn Bhd

Thank you Mr Martin for the training session, he is well delivered his knowledge and making the training interesting, overall quite enjoy this lesson and know more about prompt for AI. Maybe can have more question on classpoint, excited to answer it.

Jong Siaw Tsui

Pansar Company Sdn Bhd

Certified Trainer



Martin Tan

HRD Corp Accredited Trainer

Martin Tan brings a unique, dual-pronged perspective to the digital marketing space. With a rich background in the publication and design industry, he doesn't just manage digital campaigns - he crafts them. Martin possesses the rare ability to combine high-level data optimisation with compelling visual design and persuasive copywriting. This multidisciplinary approach ensures that his students learn not just how to run ads, but how to create marketing assets that resonate deeply with target audiences and drive conversion through superior aesthetic and messaging.

In a digital world where "the creative" is often the biggest factor in campaign success, Martin's expertise is invaluable. He teaches a holistic approach to digital marketing, showing students how to integrate design principles with technical performance metrics. His training is highly sought after by those who want to master the art of storytelling in marketing, ensuring their brand stands out in cluttered social media feeds. Martin's training helps professionals move beyond generic templates to develop a distinct, high-converting brand voice.



Course Duration:

1 Day

Course Fee:

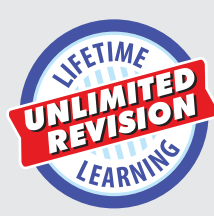
RM1,000 + 8% SST
*per pax

Time:

9:30am - 5:30pm

Delivery Method:

**Face-to-Face or
Online (Zoom)**





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