

4.1: Module Objectives

Module Objectives

By the end of this chapter, you should be able to:

Explain how advanced technology and human creativity can combine to enhance brand engagement and audience interaction.

Assess the opportunities and challenges presented by generative AI technologies in content marketing.

Critically evaluate and integrate new tools and platforms to create innovative and effective marketing campaigns.

Explore and implement various marketing techniques, including guerrilla marketing, relationship marketing, expeditionary marketing, real-time marketing, viral marketing, digital marketing, and word-of-mouth marketing.

Identify the various business structures, including corporations, partnerships, sole proprietorships, and limited liability companies (LLCs).

Evaluate the benefits and challenges of each structure to make informed decisions for business growth and sustainability.

Implement effective social media strategies to enhance brand presence and customer engagement.

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