

# ASCILITE 2024

## Navigating the Terrain:

*Emerging Frontiers in Learning Spaces, Pedagogies, and Technologies*

### Integrating Multimodal Generative AI Technologies in Postgraduate Marketing Education

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While industry practices evolve rapidly, marketing education in Australia and New Zealand faces challenges in keeping pace, particularly regarding the adoption of current marketing technologies (Harrigan et al., 2022). Generative AI, exemplified by systems like ChatGPT and DALL-E, has demonstrated benefits for learning (Baidoo-Anu & Ansah, 2023). However, despite its potential, there remains a dearth of practical guidance on effectively incorporating these technologies into marketing courses. This gap persists even as general frameworks for responsible and ethical AI use, such as the Australian Framework for Generative AI in Schools (2023), emerge. As the demand for graduates with generative AI skills grows in the job market, educators must explore innovative pedagogical approaches to bridge this gap.

This academic poster presents an innovative application of generative artificial intelligence (GenAI) in the context of teaching digital marketing at the postgraduate level. Its purpose is to bridge the gap between academic theory and industry practice by encouraging educators to integrate AI tools into their curriculum through experiential learning pedagogy (Kolb, 2014), characterized by a learning process whereby knowledge is created through hands-on experiences. The poster exemplifies how various types of GenAI technologies — specifically text-based, image-based, and video-based — can enhance teaching content, tutorial exercises, and assessments within the digital marketing course.

The poster showcases examples of how these GenAI tools are integrated in the course content, to guide students in generating innovative ideas for using AI in marketing to gain a competitive edge:

- **Text-based GenAI:** Tools like ChatGPT and Gemini can automatically generate search keywords for search engine marketing. By integrating text-based GenAI tools with established marketing technology (MarTech) tools such as Google Ads and Google Ads Keyword Planner, students engage in practical exercises that combine AI-generated initial ideas (e.g., search keywords) with further analysis (e.g., search volume, click-through rates, and bidding costs) using established MarTech tools. This hands-on approach enhances their learning experience and prepares them for real-world applications.
- **Image-based GenAI:** Platforms such as DALL-E, Midjourney, and Stable Diffusion enable the creation of custom images for display advertising, enhancing visual communication in marketing materials. Through experiential learning activities, students can explore ideas, seek unusual combinations, and inspire creativity faster with image-based GenAI tools, resulting in a greater variety of display ad materials.
- **Video-based GenAI:** Applications like Sora and Synthesia facilitate the production of short video clips suitable for social media marketing (e.g., YouTube Shorts, TikTok). By engaging in dynamic content creation exercises, students learn to streamline content creation, reduce manual work, and save both time and budget, thereby gaining practical skills in social media marketing.

By incorporating these GenAI technologies through experiential learning pedagogy, educators can enrich the learning experience, foster critical thinking, and prepare students for the evolving landscape of digital marketing. Future research can study the use of GenAI in marketing education using theoretical frameworks such as the Unified Theory of Acceptance and Use of

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Technology (Venkatesh et al., 2016).

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