

MODULE 1 WORKBOOK

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HOW TO UNDERSTAND AI
WITHOUT BEING A TECHIE

OBJECTIVES

- Know what AI is.
- Recognize examples of AI use in business and in marketing.
- Identify ways AI may impact your role.
- List what AI can and cannot do.

DON'T FORGET TO WATCH THE BONUS MODULES:

- Bext Best Action Case Study
- AI Case Studies That Got Great Results
- Everyone Can Make Deep Fakes Now
- How to Understand Machine Learning in 5 Minutes

ACTIVITY PLAN

DATES

NOTES