

Registro de la Propuesta del Trabajo Fin de Grado (TFG)

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PROGRAMA: E-2 Bilingüe

GRUPO: International Program (NC State)

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Director Asignado: Tena Blázquez, Antonio

Título provisional del TFG:

THE IMPLEMENTATION OF AI IN MARKETING

ADJUNTAR PROPUESTA (máximo 2 páginas: objetivo, bibliografía, metodología e índice preliminares)

Firma del estudiante:



Firma del Director:

Fecha: 03/11/2020



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THE IMPLEMENTATION OF AI IN MARKETING

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2. Introduction to the TFG
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1. Abstract

This End of Degree Project explains how the artificial intelligence starts to feature in marketing and the impact it is having. Moreover, it digs deeper into its convergence with Martech and the 6C's of customer motivation, as a result of the extinction of the funnel marketing and the arrival of the flywheel approach with a customer-centric marketing.

2. Introduction

Main objective: to analyze and explain how AI arrives to the marketing world creating a revolution and the consequences it is already having, as well as the future prospect and changes that will take place with it.

Specific objectives: understand what AI in marketing is, explain what is Martech and the 6C's of customer motivation, and the impact companies are having with this customer-centric approach.

3. Methodology

4. Bibliography

Martech:

http://webbut.unitbv.ro/bulletin/series%20v/2017/BULETIN%20I/06_PATRUTIU-BALTES.pdf

AI marketing:

https://journals.sagepub.com/doi/full/10.1177/0008125619859318?casa_token=cqSlcLJPhn0AAAAA%3AWjYWfhOVuASQ4BB-8YwckDACzNzSIkkeiCltAbRq-ivH8Gffl3dTILU2eZN5iJyLYdnnGwa5aTdPIfw

https://www.emerald.com/insight/content/doi/10.1108/JBIM-10-2018-0295/full/html?casa_token=QVNyYR9_R98AAAAA:vSWpXUpE5vK4Jlg1iNBxicyHayMO1BAs6dPntX6umh1FZy6qx96frLIdV7EJIsAdZswlH9fs6KeTM7SiiQ1DdfrBH4BdtaysHMPxHkiiUEfiFRaJPTkmnQ

https://www.google.com/books/edition/AI_in_Marketing_Sales_and_Service/3Fp0DwAAQBAJ?hl=en&gbpv=1&dq=ai+marketing&pg=PR5&printsec=frontcover

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