



Koneru Lakshmaiah Education Foundation

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Department MBA
KL Business School

A Report on

Industry Expert Lecture on “Generative AI in Marketing”

Title of the Industry Lecture	: “Generative AI in Marketing”
Date & Time	: 18 & 19-02-2026.
Name of the Resource Person	: Mr. Akshad Modi, AI and Generative AI Consultant and Trainer, GSDC. Hyderabad.
Target Audience	: II Year MBA Finance Students.
No. of Students	: 127

Programme Summary:

An Industry Lecture on “Generative AI in Marketing” was organized for MBA Marketing specializations students on 18th & 19th February, 2026 with the objective of providing insights into the growing role of Artificial Intelligence in modern marketing practices. The programme aimed to familiarize students with the practical applications of Generative AI tools in digital marketing, customer engagement, and marketing analytics.

The session was delivered by an industry expert with experience in Artificial Intelligence and Generative AI technologies. The speaker began the lecture by introducing the concept of Artificial Intelligence, Machine Learning, and Generative AI, explaining how these technologies are transforming business operations, particularly in the field of marketing. Students were introduced to the fundamentals of generative models and how AI systems can create content, analyze consumer data, and support marketing decision-making.

During the session, the resource person explained how Generative AI tools are widely used in marketing activities, including content creation, social media management, customer segmentation, personalized advertising, and campaign optimization. The speaker highlighted that AI-powered tools help marketers generate creative marketing content such as advertisements, product descriptions, email campaigns, and social media posts within a short time, thereby improving productivity and efficiency.

The lecture also emphasized the role of data-driven marketing, where AI systems analyze large volumes of customer data to identify consumer preferences, buying patterns, and market trends. By using predictive analytics and AI-generated insights, organizations can design personalized marketing strategies that enhance customer experience and increase brand engagement.

The resource person further discussed the importance of prompt engineering and AI-based marketing tools, demonstrating how marketers can effectively interact with AI platforms to generate innovative ideas and marketing strategies. Real-world examples from leading global companies were shared to illustrate how organizations are successfully integrating AI into their marketing operations.

The session was interactive, allowing students to ask questions regarding career opportunities in AI-driven marketing, ethical use of AI, and the future of marketing technologies. The resource person encouraged students to continuously upgrade their digital and analytical skills to remain competitive in the evolving marketing landscape.

Overall, the programme provided valuable exposure to the applications of Generative AI in marketing, enabling students to understand how emerging technologies are reshaping marketing strategies and business communication in the digital era.

