

Generative AI for Marketing Teams



pm-partners

**Generative AI
for Marketing
Teams**

COURSE PARTICIPATION
CERTIFICATE

ACHIEVEMENT



Course duration: 1 day

Generative AI for Marketing Teams

Create better content, personalise campaigns and increase marketing impact with AI

The Generative AI for Marketing Teams course is a highly practical, hands-on learning experience designed to help marketing professionals embed generative AI into content creation, campaign design and audience engagement.

This is not an AI theory course.

Participants will work directly with AI tools to generate content, refine messaging, personalise campaigns and improve speed to market.

Through structured prompt frameworks and real marketing scenarios, participants will learn how to:

- Create high-quality content faster across multiple channels
- Tailor messaging for different audiences and segments
- Improve campaign effectiveness and engagement
- Maintain brand consistency while scaling output
- Use AI confidently and responsibly in marketing environments

By the end of the course, participants will have a practical toolkit they can apply immediately.



Objectives

This course will enable participants to:

- Use Generative AI to create and refine marketing content
- Apply structured prompt frameworks (e.g., RTF, CREATE) to marketing tasks
- Generate campaign ideas, messaging and copy
- Tailor content for different audiences and channels
- Improve speed and efficiency of content production
- Maintain brand tone and consistency using AI

Key topics

- Introduction to Generative AI in marketing
- Responsible and ethical use of AI in content creation
- Prompt engineering frameworks for marketing professionals
- Content creation across channels (email, social, web)
- Audience targeting and messaging refinement
- Campaign ideation and development
- Brand tone and consistency
- Measuring and improving engagement
- Iterative refinement and prompt logs

Practical sales scenarios covered

Throughout the day, participants will apply AI tools to real marketing challenges, including:

- Creating multi-channel campaign content (email, social, web)
- Writing targeted messaging for different audience segments
- Generating campaign ideas aligned to business objectives
- Refining content to match brand tone and voice
- Producing high-quality outputs under tight timeframes

Each activity focuses on practical outputs that can be used immediately.



Course delivery

This course is delivered live by one of our certified facilitators using a highly practical, structured format.

Participants will:

- Experiment with prompts and refine outputs iteratively
- Share insights and approaches
- Build a personal AI prompt log

Courses can be delivered:

- Face-to-face
- Virtually
- Customised for in-house marketing teams

Learn more about our virtual training [here](#).

Who is this course for?

- Marketing Managers
- Digital Marketing Specialists
- Content Creators
- Campaign Managers
- Brand and Communications Professionals

Participants should:

- Be practising marketing professionals
- Understand core marketing concepts (e.g. campaigns, audiences, channels).

BYOD REQUIREMENTS: This is an immersive hands-on course, so you will need to bring your preferred device to the training course. Your device will need to be equipped with a generative AI model that supports unlimited prompt entries. (e.g. Copilot, ChatGPT, Gemini, Claude).

PDUs Participants who have been awarded the Project Management Professional (PMP)[®] credential by the Project Management Institute (PMI)[®] are eligible to earn **7 PDUs** for their participation in this course (5 Ways of Working, 2 Business Acumen).

Participants holding any of the Project Management accreditations (CPPP/ CPPM/ CPPD) are eligible to earn **14 CPDs** for this short course.

Why learn with PM-Partners?

For over 25 years, PM-Partners has helped organisations uplift capability across Australia, New Zealand and South-East Asia. Our facilitators are experienced practitioners who combine real-world expertise with best-practice delivery methods. **We don't just teach AI. We show you how to apply it to create real learning impact.**

Because we turn your career goals into reality.

Poor project skills are consistently cited as a key reason for project failure. To be successful in project delivery, it's critical to invest in yourself and the capabilities of your team. This means setting clear goals and making a commitment to continuous improvement.

Certification and training is a critical part of this journey. But you need to know which foot to put forward, and when, to ensure you're heading in the right direction. That's where our expert guidance and support comes in.

Tell us where you want to go

At PM-Partners we start every conversation with the question, 'Where are you trying to go?' We then apply our expertise to show you exactly 'how' to get there.

We believe that having the relevant skills and methodologies is critical to delivery success, and ultimately career success. Depending on your aims, our team of professional development consultants will work closely with you to create a development pathway, or team training program, that aligns with your goals.

Helping to build capability for over 25 years

Our accredited programs provide certification and development across a range of globally recognised project management and delivery streams.

Each year, our expert facilitators train and certify more than 15,000 people throughout Australia, New Zealand and South-East Asia to best practice standards. All are highly qualified practitioners in their field, they draw from real-life scenarios and their own experience to add real value for individuals, teams and organisations.

Our promise to you

PM-Partners, is committed to providing industry leading education that is relevant, up-to-date and designed to meet your specific needs.

We offer qualifications in multiple disciplines, including key products in PeopleCert's best practice portfolio, such as ITIL®, PRINCE2® Project Management, PRINCE2® Agile Project Management, PRINCE2® Programme Management, Prince2® Portfolio Management, and P3O®; APMG's AgilePM®, AgileBA®, AgilePgM™, Lean Six Sigma, Managing Benefits and Change Management; as well as the Scaled Agile Framework® (SAFe®); and Business Analysis programs from The Australian Chapter of the International Institute of Business Analysis™ (IIBA®), to name a few.

To find out more about how we can help you or your organisation uplift their capability, contact the experts on 1300 70 13 14.



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Public Training Sales
Consultant

25

years of
customer results

15,000

people trained
annually

4

integrated
service lines

85,000

resources
globally

17.6

average years'
experience of our
senior advisors

52%

of all our courses
incorporate Agile

41

globally
recognised
certifications and
accreditations

\$3bn

projects and
programmes
delivered annually

310

experts across
Australia and
ASEAN

80%

of the top 200
ASX companies

16

best practice global
methodologies and
frameworks

99%

first time
pass rate for
certifications



PM-Partners have been leaders
in training and professional
certification for over 20 years.

Our trainers are highly qualified
practitioners in their chosen fields.



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