

The Wise Marketer: Sage Insights



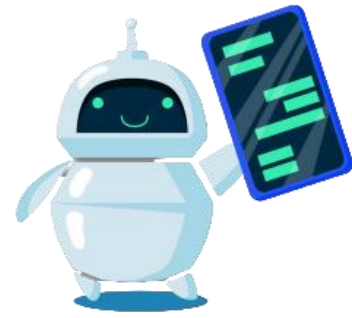
AI-Powered Marketing: Transforming the Future for Marketing As We Know It

Marketing is one of the fields poised to gain immensely from the advancements in artificial intelligence (AI). For marketing students and graduate students at Western Governors University (WGU), understanding the potential and applications of AI in marketing is crucial. AI can significantly enhance core marketing activities such as understanding customer needs, aligning them with products and services, and persuading customers to make purchases.

A 2018 McKinsey analysis of over 400 advanced use cases highlighted marketing as the domain where AI would contribute the most value.

In This Newsletter You Can Expect:
Latest AMA Chapter Updates
Event Recaps
AMA Resource of the Month
Alumni Spotlight

Chief Marketing Officers (CMOs) are increasingly adopting AI; a 2019 American Marketing Association survey showed a 27% increase in AI implementation within a year and a half. Moreover, a 2020 Deloitte global survey of early AI adopters revealed that three of the top five AI objectives were marketing-related: enhancing existing products and services, creating new products and services, and improving customer relationships.



The Current State of AI in Marketing

AI has already made significant inroads in marketing and is expected to play an even larger role in the coming years. It's essential for CMOs, future marketing professionals, and graduate students to understand the types of AI applications available today and how they may evolve check out the recording of the recent AMA WGU Event [AI and the Future of Marketing](#) and continue reading [here](#).

AI is currently used for:

- **Digital Ad Placement:** Also known as programmatic buying, AI handles the placement of digital ads with high precision.
- **Sales Forecasting:** AI improves the accuracy of sales predictions, helping businesses make informed decisions.
- **Customer Service:** AI augments human efforts in customer service, providing efficient and personalized support.

Implementing AI in Marketing

Marketing professionals should adopt a stepped approach to implementing AI:

- **Start Simple:** Begin with rule-based applications for non-customer-facing tasks. These simpler systems help build basic AI skills and gather customer data.
- **Progress to Machine Learning:** As companies gain experience and data, they can move from task automation to machine learning. An example is Stitch Fix's clothing selection AI, which curates offers based on customer preferences and feedback.

Next AMA WGU Event:
Elevate Your Career: Strategies to Advancing Your Career
<p>Attending This Event You Will Learn:</p> <ul style="list-style-type: none"> • Career-Boosting Insights: Gain key strategies to propel your marketing career to new heights • Expert Advice: Hear from leaders at Google, Hubspot, WGU and the AMA about what it takes to thrive in marketing today • Network & Opportunities: Learn about the skills and connections needed to stand out in a competitive job market
WHEN: October 17, 2024 – Thursday

- Integrate AI: Over time, integrate AI within existing marketing systems for maximum benefit. The 2020 Deloitte survey indicated that 74% of global AI executives believe AI will be integrated into all enterprise applications within three years.



The Future of AI in Marketing

Implementing AI in marketing is not without challenges. Integrating AI into workflows requires careful planning to augment human skills and avoid customer dissatisfaction. More sophisticated applications also raise considerations around privacy, security, and data ownership. It's crucial for CMOs to establish ethics and privacy review boards to vet AI projects involving customer data or potentially biased algorithms.



AMA Resource of The Month

Intro to UX for Digital Marketing Success

Marketers often misunderstand User Experience (UX). Isn't UX the same as marketing and Customer Experience (CX)? What happens to the performance of our products and websites when UX is overlooked? This course bridges the divide between marketing and UX so marketers will be more informed and trained to contribute to UX efforts. These efforts help move the needle for higher ROI on the performance of your products and websites

Skill Level: Beginner

Sign up by visiting: bit.ly/3AeXsZv or scan the QR code below



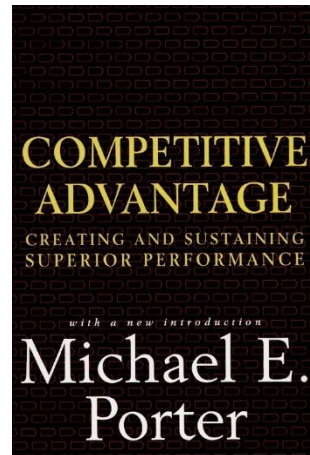
Marketing Book Recommendation of the Month

Competitive Advantage

By Michael E. Porter

In *Competitive Advantage*, Michael Porter outlines how businesses can outperform competitors by developing unique value

through cost leadership, differentiation, or focus strategies. For marketing students, these principles are crucial for understanding how brands can stand out in crowded markets. By leveraging strategic positioning, companies can build a sustainable edge, whether through innovation, customer experience, or operational efficiency—key concepts for future marketers to apply in their careers.



Alumni Spotlight: Meet Roxanne Rodriguez

After I graduated from my bachelor's degree in 2018, I had set my mind into getting an MBA and then a law degree from a prestigious university in my hometown in Puerto Rico. I took my LSAT, and the EXADEP exam and got in without a hassle, changed jobs, and went in to fulfill my “dream” of becoming a lawyer. As I knocked classes out of my MBA, I became very hesitant on if this was really the path I wanted to follow. It was there were I was assigned a mentor who had a doctorate in marketing and his passion naturally sparked an interest in me into this career.

At the beginning of 2020, my family and I made a rush decision to move out of Puerto Rico and landed in Texas. I dropped out of my degree, quit my job and saw this as an opportunity to think my career path over. My B.A.'s major was in tourism, so I sought out hotel jobs and became instantly disappointed to find it was not my calling. And after COVID, and so many life changes (and lots of time to think) I decided law wasn't in my plans either, and that marketing was the passion I wanted to fully pursue.

Because “life happens” I kept putting off finding that great institution to join to obtain my degree, when a good friend of mine started his bachelor's with WGU. He would often come to me for help with business administration questions, and I would always find myself asking him “how do you like WGU?” He sold me out, because after a trip back home and the longing to quit my job and change careers, I joined WGU in July 2023 and started that September 1st.

When I first talked to my amazing mentor, Sparkle Sullivan, I told her I wanted to be done by August 2024. We worked out a plan that adjusted to my former job, and I worked hard to get those courses knocked out as fast as possible. I then calculated an earlier graduation date for May 2024 and started to plan further ahead. This plan, though, was hindered due to finding out I was pregnant, and starting out a new job all within the same month and now time was limited.

Because of this, I am so happy to have chosen WGU. It gave me the flexibility to adapt my degree to my life needs, whether it was accelerating or accommodating. My experience even motivated my sister-in-law to enroll in the Psychology Bachelor's Degree program! Honestly, none of this would have been possible if it wasn't for the great support of all the instructors and my mentor. I thank you all profusely for all your help and understanding. Go Night Owls!

We Want to Feature YOU in Our Alumni Spotlight

Are you a WGU AMA chapter alum with exciting updates to share? We'd love to feature your journey in our Alumni Spotlight section of the "The Wise Marketer: Sage Insights"! This is a fantastic opportunity to showcase your professional growth and achievements to our community. Please send us an email with a short bio, a recent photo of yourself, and a brief description of your latest accomplishments. Whether you've landed a new job, received a promotion, launched a new project, or achieved any other milestone, let us celebrate your success together!

Email us at AMA@wgu.edu to be featured in our next edition.



On July 10th, 2024, we hosted an exciting Midweek Mixer, bringing together students and professionals for an evening of networking, learning, and personal branding. Here's a recap of the event highlights.

Building Your Personal Brand

The evening began with an engaging session on personal branding. We emphasized the importance of believing in oneself and staying authentic. Bob Cargill's inspiring words, "Believe in yourself, YOU are a Rockstar," resonated deeply with the participants. Attendees were encouraged to reflect on their unique qualities and the steps they've taken to develop their personal brands.

Special Shoutout to Amy Jalbert



Amy wowed everyone with her impressive brand statement. She clearly articulated her expertise and aspirations, leaving a lasting impression. Amy's commitment to personal growth and professional excellence exemplifies what it means to be a WGU marketing student!

Expanding Your Network

Next, Stacey shared effective strategies for expanding professional networks:

- Leverage LinkedIn: With over 930 million users, LinkedIn is a powerful platform for connecting with peers and potential employers.
- Family & Friends: Remember Billy Nye's quote, "Everyone you will ever meet knows something you don't." Don't hesitate to ask friends and family for introductions that could lead to your dream job or internship.
- Networking Events: Attending events like the Midweek Mixer is a great way to meet like-minded individuals and build meaningful relationships.

Be Apart of the Conversation by Joining Our Teams Channel



How To Sign Up:

- 1.) Visit www.office.com and login with your WGU Account
- 2.) Click on the Teams Icon on the side-bar
- 3.) Once you are in the Teams window click on the Teams icon on the left
- 4.) Click the "Join or Create Team" button in the top right corner and then select "Join Team" from the drop down menu
- 5.) Enter the following code into "Enter Join Code": 7u58hsw

Opportunities with the National AMA

Malcolm highlighted the numerous networking opportunities available through the National American Marketing Association (AMA):


- Special Interest Groups (SIGs): Join these groups to connect with professionals in your field of interest and gain valuable insights.
- Events: Participate in both virtual and in-person events to expand your network and learn from experts

Crafting Your Brand Statement

Max led a fun and interactive session on crafting compelling brand statements. She guided attendees through identifying their expertise, strengths, and unique stories!

The Midweek Mixer was a fantastic opportunity for personal and professional growth. Attendees left feeling inspired and connected, ready to take their branding and networking skills to the next level.

Check out what Brian had to say about his experience attending the Midweek Mixer event:



"Getting together with so many motivated students with such diverse backgrounds is inspiring."

-Brian R., MBA Student

Thank you for sharing your experience Brian, and a big thank you to everyone who attended and contributed to the success of the Midweek Mixer! We look forward to seeing everyone at our next event and continuing to build this incredible community together.

We Want To Hear From You!



Want to shape the future of The Wise Marketer: Sage Insights? We want to hear from you! We're eager to know what marketing topics ignite your curiosity. Is there a specific marketing strategy you'd love to learn more about? Or perhaps you have an entirely different idea for our newsletter? Scan the QR code below to share your thoughts. Your input is invaluable to us as we create content that truly resonates with future marketing professionals like you!

Scan the QR code below to submit your ideas:



<https://forms.office.com/r/sbYYbr0rZC>