



List of AI in Digital Marketing, & AI for Media production subjects for the 45/90-minute guest lecture

Below is the list of subjects to deliver a 45-minute/90-minute guest lecture for the visiting students during the program in Maribor.

We suggest choosing the topic that the staff member is especially passionate about or has extensive expertise in, or presenting good practices from your country/region.

AI in Digital Marketing:

- The future of Marketing: How AI is Rewriting the Rulebook (introduction session)
- From Data to Action: Using AI to Drive Real-Time Marketing Decisions
- Ethics, Transparency and Responsible AI in Marketing

AI for Creative Media Production:

- AI-Powered Content Creation: The Future of Visual Storytelling
- Building a Portfolio with AI: New Tools for Media Creators
- AI for Photo, Audio and Video Production

List of soft skills guest lectures

Can be a mini session (30-45 min) for energizing in-between technical lectures

- Intercultural Communication in International Teams
- Collaborative Problem-Solving Across Disciplines
- Creative Thinking & Problem Solving Under Pressure