

AI Technologies in Media Course

Course Duration: 8 Hrs.

Course Code: AIMEDIA-210

Course Overview

The **AI Technologies in Media** course explores how artificial intelligence is transforming the media and entertainment industry. This course focuses on practical applications of AI in content creation, production, distribution, personalization, and audience engagement. Designed for both technical and non-technical professionals, the course provides a clear understanding of AI-driven media tools, opportunities, challenges, and ethical considerations shaping the future of media.

What You'll Learn?

By completing this course, you will be able to:

- Understand key AI technologies used in media
- Identify AI applications in content creation and editing
- Use AI for personalization and audience analytics
- Understand AI-driven media distribution and monetization
- Recognize ethical, legal, and copyright considerations
- Evaluate AI opportunities and risks in media organizations

Target Audience

This course is ideal for:

- Media and Entertainment Professionals
- Content Creators, Editors, and Journalists
- Marketing and Digital Media Professionals

- Product Managers and Business Leaders in Media
- Students and professionals exploring AI in media

Pre-Requisites

Participants should have:

- Basic understanding of media or digital content
- Interest in artificial intelligence and media innovation
- No programming or advanced technical knowledge required

Course Content

Module 1: Introduction to AI in Media

- Overview of AI technologies
- Evolution of AI in media
- Industry trends and impact

Module 2: AI in Content Creation and Production

- AI-assisted writing, editing, and scripting
- Image, video, and audio generation
- Automated editing and post-production

Module 3: Personalization and Audience Engagement

- Recommendation systems
- Audience behavior analysis
- AI-driven content targeting

Module 4: AI in Media Distribution and Monetization

- Automated content distribution

- Ad targeting and optimization
- Revenue and business models

Module 5: Ethics, Bias, and Copyright in Media AI

- Ethical use of AI-generated content
- Copyright and intellectual property issues
- Managing misinformation and deepfakes

Module 6: Future Trends and Best Practices

- Emerging AI media technologies
- Strategic adoption of AI in media organizations
- Best practices and course wrap-up