



Small Business University 2024

Course 205:

AI Tools for Enhanced Marketing, Procurement and Project Execution



Thursday, May 30, 2024
4:00 pm - 6:00 pm
Virtual via ZOOM

REGISTER NOW



<https://tinyurl.com/SBU205>

Course Description

In today's rapidly evolving business landscape, leveraging Artificial Intelligence (AI) has become indispensable for achieving a competitive advantage. This comprehensive course, "AI Tools for Enhanced Marketing, Procurement, and Project Execution," equips participants with the knowledge and skills necessary to harness the power of AI in three critical areas: marketing, procurement, and project execution.

Throughout the course, participants will delve into AI techniques specifically for optimizing marketing campaigns, streamlining procurement processes, and enhancing project management efficiency. Through discussion, participants will explore cutting-edge AI tools and strategies designed to drive better decision-making, improve resource allocation, and boost overall organizational performance.

Meet the Instructors



Ryan Reiter
Kaufman Lynn Construction



Prof. Debbie Beres
Palm Beach State College



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