



AICTE Training & Learning (ATAL) Sponsored

One week Faculty Development Program on
AI and Advanced Analytics in Digital Marketing: Concepts, Tools, and Research Applications

3rd Aug-2026 To
8th Aug-2026

Organized By:
Department of BBA



Koneru Lakshmaiah Education Foundation (Deemed To Be University)

Near Sai Baba Temple, Gandimaisamma to Miyapur Road, Bowrampet, Hyderabad, Telangana, India, Pin code : 500043

About The Department

KL University is a highly reputed institution of India. It has been awarded with UGC - Category 1 status. It ranks 12th in the Top 140 Engineering Institutions in India in the Times Engineering Survey 2019. KL University has been functioning since 1980. It has recently started its off campus center at Hyderabad in 2018, with the approval of UGC & AICTE. It is located Near Sai Baba Temple, Gandimaisamma to Miyapur Road, Bowrampet, Hyderabad, Telangana, India, Pin code : 500043, Bachelor of Business Administration (BBA) is a three-year undergraduate program focusing on various business and management aspects. Our carefully crafted BBA programs provide students with a solid foundation in business principles, management practices, and leadership skills. The curriculum covers various subjects, including accounting, finance, marketing, human resources, operations, and entrepreneurship. Our BBA programs are designed to prepare students for business and management careers, often including internships and practical experience opportunities.

About University

Koneru Lakshmaiah Education Foundation (KLEF), recognized as a premier institution in India, is dedicated to setting benchmarks in education, research, and innovation. As a Category 1 University, conferred by the University Grants Commission (UGC), KLEF ranks among the top 30 institutions in India, securing the 26th position in the NIRF Rankings 2025. Certified as an ISO 21001:2018 institution, KLEF is celebrated for its unwavering commitment to academic excellence, research advancements, and societal contributions.

About the FDP

The Six-Day ATAL Faculty Development Program on Artificial Intelligence and Advanced Analytics in Digital Marketing: Concepts, Tools, and Research Applications is designed to provide a comprehensive understanding of how emerging technologies are transforming modern marketing practices. The program focuses on integrating AI-driven tools and advanced analytical techniques to enhance marketing effectiveness, customer engagement, and strategic decision-making. It combines conceptual learning with hands-on exposure to industry-relevant tools, enabling participants to explore real-time applications such as predictive analytics, personalization, and campaign optimization. The FDP also emphasizes research applications, helping academicians and professionals align their teaching and research with current digital marketing trends and innovations.



Coordinator
Dr. B. Sarath Simha
Associate Professor
Department of BBA



Co-Coordinator
Dr. Anand Bethapudi
Professor
Department of BBA

Organizing Committee

Dr. S. Poojitha

Dr. K. Narendra Kumar

Dr. B. Viswanath

Dr. V. Kista Reddy

Resource Persons

Nikhil Kuruganti
Marketing Director Anblicks

Narasingh Patro
Senior Area Head, Housing.com

Amit Kapoor Associate
Vice President – Marketing
(Global Head – Content &
Social Media Marketing)
Coforge

Lokesh Arukala
CEO & Founder; Digital
Marketing Trainer, GroX Digital
Marketing Pvt. Ltd. / V CUBE
Software Solutions

Dr. P. V. Vijay Kumar
Reddy
Professor, Institute of Public
Enterprise Hyderabad

Dr. Mithilesh Pandey,
Assistant Professor-IBS
Hyderabad

Objectives of the FDP

- To provide a strong foundation in Artificial Intelligence and advanced analytics within digital marketing.
- To familiarize participants with AI-powered tools and platforms used in marketing.
- To develop skills in analysing and interpreting digital marketing data for decision-making.
- To enhance understanding of consumer insights through data-driven approaches.
- To enable participants to design effective digital marketing strategies using AI and analytics.
- To promote research orientation in AI and analytics applications in marketing.
- To encourage the integration of emerging technologies into teaching and academic curricula.
- To create awareness about ethical issues and data privacy in AI-driven marketing.

Topics to be covered

- Introduction to AI in Digital Marketing
- Fundamentals of Marketing Analytics and KPIs
- Customer Data and Data Management Techniques
- AI-Driven Consumer Behaviour and Personalization
- AI Tools for Content Creation and Marketing Automation
- Web Analytics and Performance Measurement (e.g., Google Analytics)
- Predictive Analytics for Marketing Decision-Making
- AI Applications in SEO, SEM, and Digital Advertising
- Campaign Optimization using Data Analytics and AI
- Ethical Issues, Data Privacy, and Research Applications in AI Marketing

Schedule of ATAL BASIC OFFLINE FDP

FDP Application Number: 1775729236

Title of the FDP: AI and Advanced Analytics in Digital Marketing: Concepts, Tools, and Research Applications

FDP Start Date: 3rd August 2026 | FDP End Date: 8th August 2026

DAY 1 MON, 03-08-2026	DAY 2 TUE, 04-08-2026	DAY 3 WED, 05-08-2026	DAY 4 THU, 06-08-2026	DAY 5 FRI, 07-08-2026	DAY 6 SAT, 08-08-2026
9:00 – 9:30 Inauguration					
9:30 – 12:00 Session 1	9:30 – 12:00 Session 3	9:30 – 12:00 Session 5	9:30 – 12:00 Session 7	9:00 – 1:00 Industrial visit	9:30 – 12:00 Session 10
1. Name of the Expert: Narasimh Patil 2. Designation: Senior Area Head Organization: Housing.com Experience in Years: 18 years 3. Topic to be taught: Introduction to AI in Digital Marketing	1. Name of the Expert: Nikhil Kuruganti 2. Designation: Marketing Director Organization: Anbicks Experience in Years: 20 Y 3. Topic to be taught: Customer Data and Data Management Techniques	1. Name of the Expert: Lokesh Arukala 2. Designation: CEO & Founder; Digital Marketing Trainer, Organization: GroX Digital Marketing Pvt. Ltd. Experience in Years: 15Y 3. Topic to be taught: AI Tools for Content Creation and Marketing Automation	1. Name of the Expert: Dr.P. V. Vijay Kumar Reddy 2. Designation: Professor 3. Organization: Institute of Public Enterprise Experience in Years: 22 Y 4. Topic to be taught: Predictive Analytics for Marketing Decision-Making	1. Name of the Organization: Hindustan Coca-Cola Beverages Private Limited 2. Complete address with pincode : Mysore - 502319 3. Industry Type: Manufacturing 4. Area of specification: Corporate office -HR	1. Name of the Expert: Anil Kapoor 2. Designation: Associate Vice President – Marketing Organization: Colgate Experience in Years: 21 Y 3. Topic to be taught: Ethical Issues, Data Privacy, and Research Applications in AI Marketing
12:00 – 1:00 Article Discussion	12:00 – 1:00 Article Discussion	12:00 – 1:00 Article Discussion	12:00 – 1:00 Article Discussion		12:00 – 1:00 Article Summary
Trends in Digital Marketing 1. Title of the Research Paper: Trends and future of artificial intelligence (AI), machine learning (ML) algorithms, and data analytics, and their applications and implications for digital marketing and digital promotions 2. Name of the journal: Journal of Marketing Analytics, Springer Nature 3. Year of Publication: 2025	AI Applications for Marketing 1. Title of the Research Paper: Artificial intelligence (AI) applications for marketing: A literature-based study 2. Name of the journal: International Journal of Intelligent Networks, Elsevier 3. Year of Publication: 2022	Data security and privacy concerns 1. Title of the Research Paper: Data security and privacy concerns of AI-driven marketing in the context of economics and the business field: an exploration into possible solutions 2. Name of the journal: Cogent Business & Management, Taylor& Francis 3. Year of Publication: 2024	The Role of Social Media and Artificial Intelligence 1. Title of the Research Paper: The Role of Social Media and Artificial Intelligence (AI) in Enhancing Digital Marketing Resilience During Crises 2. Name of the journal: Sustainability, MBPI 3. Year of Publication: 2025		Participants will prepare and submit an article summary.
1:00 – 2:00 Lunch	1:00 – 2:00 Lunch	1:00 – 2:00 Lunch	1:00 – 2:00 Lunch	1:00 – 2:00 Lunch	1:00 – 2:00 Lunch
2:00 – 4:30 Session 2	2:00 – 4:30 Session 4	2:00 – 4:30 Session 6	2:00 – 4:30 Session 8	2:00 – 4:30 Session 9	2:00 – 4:00 MCQ & Reflection Journal
1. Name of the Expert: Narasimh Patil 2. Designation: Senior Area Head Organization: Housing.com Experience in Years: 18 y 3. Topic to be taught: Fundamentals of Marketing Analytics and KPIs	1. Name of the Expert: Nikhil Kuruganti 2. Designation: Marketing Director Organization: Anbicks Experience in Years: 20 Y 3. Topic to be taught: AI-Driven Consumer Behavior and Personalization	1. Name of the Expert: Lokesh Arukala 2. Designation: CEO & Founder; Digital Marketing Trainer Organization: GroX Digital Marketing Pvt. Ltd. Experience in Years: 15Y 3. Topic to be taught: Web Analytics and Performance Measurement (e.g., Google Analytics)	5. Name of the Expert: Dr.P. V. Vijay Kumar Reddy 1. Designation: Professor 6. Organization: Institute of Public Enterprise Experience in Years: 22Y 2. Topic to be taught: AI Applications in SEO, SEM, and Digital Advertising	1. Name of the Expert: Dr. Mihilesh Pandey 2. Designation: Assistant Professor 3. Organization: ICFAI Business School Experience in Years: 20 years 4. Topic to be taught: Campaign Optimization using Data Analytics and AI	
4:30 – 5:30 Hands-on training /Labs	4:30 – 5:30 Hands-on training /Labs	4:30 – 5:30 Hands-on training /Labs	4:30 – 5:30 Hands-on training /Labs	4:30 – 5:30 Hands-on training /Labs	4:00 – 5:00 Valedictory Session

Target Participants:
Assistant Professors/Associate Professors/Ph.D. Scholars/PG students

Mode of Delivery: Offline only

Use the following link to apply:
www.aicte-india.org/atal

Max. No. of Participants: 50 Nos.

Important Dates:

Last date to submit the registration: 27th July, 2026, 5:00 pm

Faculty Development Program Dates: Date: 3rd August 2026 | Date: 8th August 2026

Address For Communication;

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