



ST. WILFRED'S INSTITUTE OF PHARMACY

Affiliated to the Mumbai University & Approved by AICTE New Delhi, DTE Maharashtra (DTE)

Near Shedung Toll Plaza, Old Mumbai-Pune Highway, Panvel, Dist. Raigad, Maharashtra - 410221

Tel: 02143-239091, 8655678500/501 | Website: swippanvel.com | Email: swc.mumbai@gmail.com

NPTEL

National Programme on Technology Enhanced Learning (*NPTEL*) is a project of MHRD initiated by seven Indian Institutes of Technology (**Bombay, Delhi, Kanpur, Kharagpur, Madras, Guwahati and Roorkee**) along with the Indian Institute of Science, Bangalore in 2003, to provide quality education to anyone interested in learning from the IITs. The main goal was to create web and video courses in all major branches of engineering and physical sciences at the undergraduate and postgraduate levels and management courses at the postgraduate level.



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Dear Learner

Welcome to SWAYAM-NPTEL Online Courses and Certification!

Thank you for signing up for our online course "AI in Marketing". We wish you an enjoyable and informative learning experience.

Details regarding the course:

Name of the course: AI in Marketing

Course url: https://onlinecourses.nptel.ac.in/noc24_mq05/preview

Course duration : 12 weeks

The course will begin on 22 January 2024. When content is released on the portal, you will get an email alerting you.

CONTENT AND ASSIGNMENTS

Every week, about 2.5 to 4 hours of videos containing content by the Course instructor will be released along with an assignment based on this. Please watch the lectures, follow the course regularly and submit all assessments and assignments before the due date. Your regular participation is vital for learning and doing well in the course. This will be done week on week through the duration of the course.

Please do the assignments yourself and even if you take help, kindly try to learn from it. These assignments will help you prepare for the final exams. Plagiarism and violating the Honor code will be taken very seriously if detected during the submission of assignments.



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