

## **PRESS NOTE**

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### **Launch of New-age Marketers: SRM University-AP Signs an MoU with Programming Hub for Launching AI-Powered Marketing Programme**

SRM University-AP inks an MoU with the EdTech Company, Programming Hub, to explore the possibility of integrating AI-powered marketing into the academic curriculum, facilitating a new age of empowered marketers. The MoU was signed by Mr Siddhesh Joglekar, CEO of Programming Hub, and Dr R Premkumar, Registrar of SRM University-AP, in the presence of Prof. Bharadhwaj Sivakumaran, Dean – Paari School of Business and the faculty of the school.

The MoU between the two organisations will assimilate AI-powered Marketing into the teaching pedagogy of the business programmes offered at Paari School of Business to bridge the gap between academia and industry. The association will also ensure the launch of AI-powered marketing programmes at the Paari School of Business of SRM University-AP for prospective students in collaboration with Programming Hub. The partnership will also launch a 120-hour part-time weekend-only world-class certification programme in AI and Marketing.

“With marketing becoming an all-encompassing and essential aspect of business, AI will be the catalyst that supercharges the field of marketing, further boosting businesses into national and international domains. With AI as the key tool, marketing will be the intersection of various domains of science, technology, humanities, entrepreneurship and management”, stated Mr Siddhesh Joglekar, elucidating on the significance of AI-powered marketing on the current business landscape.

Prof. Bharadhwaj Sivakumaran, Dean of Paari School of Business, commented on this constructive collaboration, which will revolutionise the face of marketing in India. “By integrating AI-powered marketing with human-powered marketing, the pace of marketing will swiftly change, shifting students from skilled marketers to skilled decision makers. The AI-powered marketing programme will provide students with the ability to adapt and use AI in diverse ecosystems,” remarked Prof. Bharadhwaj.

With AI revolutionising all realms of management, from media planning and marketing research to customer service and sales marketing, AI-powered marketing can supplement human resources to boost their strategies and guarantee quality results within a short amount of time. SRM University-AP and its management precinct, Paari School of Business, continue to expand their network, fostering collaborations with reputed companies to provide their students with innovative and constructive programmes that will make them the powerhouse of the future.