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Opportunities for the Use of AI in Marketing Communication by Educational Institutions

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ABSTRACT

Artificial intelligence has become an integral tool in various sectors, including marketing and marketing communication, offering unprecedented opportunities for enhancing efficiency and creativity. In marketing, AI's capabilities extend from automating routine tasks to providing deep insights through advanced data analytics, significantly optimizing decision-making processes. AI tools, such as natural language processing and machine learning, allow marketers to personalize content and strategies, thereby fostering stronger customer engagement and loyalty. These advancements are particularly beneficial for educational institutions, which often face resource constraints. By integrating AI into their marketing communications, these institutions can streamline their operations, enhance their public relations efforts, and more effectively target and engage with their student base and the wider community. This paper explores the diverse applications of AI in the marketing communications of educational institutions, highlighting its potential to revolutionize how these organizations interact with their audiences, manage their reputations, and ultimately achieve their communication goals.

KEY WORDS

Advertising. AI. Educational Institution. Marketing Communication. Public Relations.

1 AI in Marketing and Marketing Communication

Artificial intelligence (AI) in modern marketing refers to the use of artificial intelligence technologies to perform a wide range of marketing tasks and activities. It is the strategic integration of machine learning algorithms, natural language processing, data analytics and advanced multi-media technologies. This approach serves several purposes: increasing customer engagement through personalized experiences, improving decision-making processes using data and predictive analytics, and delivering more compelling and relevant multimedia content. The goal is to give marketing managers a deeper understanding of their target audience, drive customer engagement and loyalty, and increase conversion and revenue growth. With an emphasis on accountability and ethics, marketing using artificial intelligence is becoming one of the cornerstones of sustainable business (Knihová, 2024).

Traditional marketing might segment customers by demographics like age or location. AI, however, can create much more nuanced segments based on a wider range of data points, including purchase history, online behaviour, and social media engagement. With these customer segments in hand, AI empowers brands to personalize marketing messages accordingly. For instance, an e-commerce store can send targeted emails to customers who have abandoned shopping carts, offering them incentives to complete their purchase. This level of personalization ensures that marketing messages are relevant and engaging, increasing the likelihood of customer conversion. AI goes beyond static segmentation; it facilitates real-time personalization. This means marketing messages can be dynamically adjusted based on a customer's current interaction and behaviour. Imagine a customer browsing a travel website, looking at various destinations. AI can analyze this real-time behaviour and display personalized pop-up ads featuring special offers on hotels or flights for those specific destinations. Additionally, AI chat-bots on websites can personalize customer service interactions, providing product recommendations or answering questions tailored to the customer's browsing history. AI-powered personalization is revolutionizing the marketing landscape. Brands that leverage AI's data analysis capabilities, segmentation, and real-time personalization tools can create targeted marketing campaigns that resonate with individual customers. This fosters deeper engagement, builds stronger brand loyalty, and ultimately drives business success. As AI technology continues to evolve, the possibilities for personalized marketing are limitless. The future of marketing lies in creating genuine connections with consumers, and AI provides the tools to make that future a reality (Babatunde et al., 2024).

We can say that AI today plays a very important role in marketing and marketing communication because of the extraordinary potential and opportunities for business development, operations and communication. Đurić et al. (2023) define the following areas in which AI can be used in the marketing and marketing communication environments:

- Advanced market analysis and market trends forecasting – can predict future events, trends and periods of market crisis or emergence in the early stages;
- Advanced marketing research and competitive analysis – precise market segmentation and targeting; data about competition, its activities, comparison of strengths and weaknesses with the competition and how to adjust marketing strategy;
- Advanced analytics and Big Data Supply chain optimization-analyze large amounts of data, identify problems, provide solutions to optimize business which helps managers in effective planning and decision making;
- In-depth analysis of customer behaviour by discovering their hidden patterns and predicting future ones including individual and group;
- Personalization of communication;
- Automated offer generation – generate personalized offers for customers, which speed up the sales process and respond to customer requests;

- Automatic content generation – generation of different types of content such as articles, messages, instructions, blog and social network posts etc., and personalized advertising messages or email campaigns tailored to the target;
- Support in development of new products and services tailored to customer needs;
- Automation of some work processes and routine tasks such as sending emails, answering user questions, customer support automation, invoice processing tools etc.;
- Keyword optimization and SEO strategy – contribute to SEO analysis, higher marketing quality content and setting of an adequate strategy;
- Optimization of advertising campaigns with more effective advertising and sales -integrate the entire search and all online activities of users on numerous platforms, conduct predictive analytics; reduce the campaign investing cost;
- Analysis of social networks and optimization of social media campaigns - automate the management of social networks, monitor activities, analyze the impact of marketing campaigns;
- Increasing customer retention rate;
- Marketing automation – process based on a large amount of collected data with automatic performance of tasks which increases productivity, enables efficient targeted campaigns through multiple communication channels, ensuring a personalized experience for each user;
- Cost optimization – optimize the costs of advertising, logistics, development of new products and services, after-sales service;
- Advanced CRM systems.

1.1 Marketing Communication and Educational Institutions

In terms of the topic of our paper, we will take a closer look at the opportunities for using AI in the marketing communications of educational institutions, but first let us discuss the role of marketing communications in this environment.

Marketing communication in the conditions of educational institutions is understood as a dialogue, two-way communication between actual or potential customers (students), partners and the general public. The most frequently used tool of marketing communication of an educational institution is public relations. The task of public relations is to create a favourable opinion about the institution and its programmes. They inform the public about the launch of new products on the education market, help to build trust or, through some tools such as sponsorship, are used for further development needs. An educational institution can make use of all the means and tools of public relations in the same way as businesses use them. Greater use of event marketing is also coming to the fore (Matúš & Galera Matúšová, 2018). Nowadays, however, other tools of the communication mix, especially those with an overlap into the online environment, which is natural especially for the main target group of the educational institution – current and potential students, are added to the main communication elements of an educational institution.

Thus, when we look at the opportunities for using AI in the environment of educational institutions, it is necessary to take these tools as an opportunity to streamline the process. This is because educational institutions often suffer from a lack of staff capacity, as they often cannot financially afford a staff member whose job description is only to work in the area of marketing communications, and so often these are cumulative positions. AI thus provides a way to implement many communication activities with a minimum of staff, which we will present in our paper for the main communication disciplines that an educational institution can implement. As Kniňová (2024) states, marketing departments can automate repetitive tasks such as email marketing, social media posting, and even advertising campaigns – not only for efficiency,

but also to provide a more personalized service to their customers. The technologies behind marketing automation make these tasks faster and easier.

If we talk about marketing communications of educational institutions, we cannot bypass the issue of educational marketing, which is a sub-category of content marketing and specializes in creating and distributing valuable educational content to customers who both value and welcome it. It aims to foster a lifelong emotional and psychological bond with the brand and repeated online and offline interactions between the customer and the brand over time (Kniňová, 2024). In educational marketing, we can harness the power of artificial intelligence to make this vision a modern marketing reality. AI allows us to analyze customer needs and tailor content to be most relevant and valuable to them. In the context of AI, we talk about hyper-personalizing the customer experience. This combination of educational marketing and AI shows the future direction of the brand-customer relationship and represents a new era of personalised marketing.

2 Methods

The paper “How AI is shaping the future of school marketing” (Doverspike & Gleason, n.d). provides a theoretical perspective on the use of AI in this environment. We used the method of searching the available resources on this topic in scientific databases, analyzing this information, and comparing the findings from individual sources. We used secondary marketing research (desk research), namely by looking at the scope of educational institutions, its marketing communication tools and strategies and usage of AI technology in it. We used logical methods – analysis, synthesis, comparison and deduction, as well as methods of content analysis in the theoretical part of the paper.

On the basis of these and the practical experience of the authors, especially in the field of PR, we suggested the possible use of AI resources by educational institutions in the development and implementation of their communication strategy.

3 Results and Discussion

3.1 AI in PR of Educational Institutions

PR is a key tool for educational institutions, as through it they build relationships with their current or potential students, alumni, educators, as well as the professional community and even state or regional authorities. It is not just about communication alone, as it may often seem in connection with the discipline of PR. On the contrary, PR plays a key role in educational institutions in building and maintaining lasting relationships with different target groups, as we have already mentioned. That said, there are different perspectives on in which PR activities AI tools can be used.

Some of the uses of tools include (Gregory et al., 2023):

- Research and data analysis such as identifying journalists’ topic preferences and analysing large amounts of audience data for purchasing and channel preferences, use of chatbots to collect and analyse data.
- Search such as keyword searches, video footage for themes and SEO.
- Transcription and summarisation of meetings, conference calls and of large documents.
- Content creation such as automatic writing of press releases and feature copy, blog posts, social media updates, text to audio and text to video.
- Audience identification and optimisation such as social media use and management, CRM systems and use of chatbots for data collection and customer experience optimisation.

- Channel identification and distribution, for example of press materials and stakeholder information.
- Monitoring and evaluation, for off and on-line media to provide insights and sentiment analysis across multiple platforms, demographics, and campaign performance.
- Relationship management with influencers, assist in crisis communications, monitor threats to organisations.
- Programme and campaign development and management including campaign planning and optimisation, workflow management, budget, and timeline management.
- Similarly, Penn (2020, as cited in Anani-Bossman et al., 2024) identified three main benefits of AI to the profession:
- Automation: public relations professionals can now automate repetitive tasks like media monitoring. Aside from taking over some of the tasks on the busy schedules of practitioners, automation is also enhancing the ability of practitioners to gain insight in a matter of seconds.
- Acceleration: practitioners can gain real-time information from the digital environment. For instance, when events occur quickly, AI can assist in gathering and sorting information in less time than it would usually take.
- Accuracy: practitioners can now accurately measure consumers' opinions and sentiments about an organisation and juxtapose them with other measures such as stock price, engagement or sales.

According to Maldonado (2020, as cited in Anani-Bossman et al., 2024), new skills such as user experience, big data analytics, and predictive artificial intelligence are necessary for public relations to compete with advertising and marketing and demonstrate its worth and effectiveness. Conversely, having cheaper, faster, and better access to relevant information is giving PR professionals the ability to focus on other activities such as creative thinking, strategic planning and instincts, which are all critical characteristics that a machine does not have. AI enhances productivity by optimising and automating repetitive processes, including monitoring news and social media, analysing trends, evaluating campaign performance, and reporting outcomes (Arief & Gustomo, 2020; Brotman, 2020; Brown-Devlin et al., 2022; USC Global Communication Report, 2019; Lopez & Ouariachi, 2021; Liew, 2021, as cited in Anani-Bossman et al., 2024). Arief and Gustomo (2020, as cited in Anani-Bossman et al., 2024) posit that AI enables users of big data to employ more advanced analytics, encompassing both predictive and descriptive skills, while also streamlining tasks (Anani-Bossman et al., 2024).

Türksoy (2022, as cited in Özdemir, 2024) has identified three main themes highlighting the potential of artificial intelligence applications to transform the public relations profession. Firstly, artificial intelligence will make public relations more efficient by helping professionals make data-driven decisions based on facts and trends. Secondly, artificial intelligence will make it easier to understand consumer preferences and habits, which will be frequently used to create customized content. Thirdly, the public relations profession requires social relationships, political connections, and emotional intelligence. Key activities in this profession include human assessment, intuition, reasoning, and empathy, which cannot be replaced by artificial intelligence (Özdemir, 2024).

Based on the above opportunities for using AI in PR, we see the opportunity for educational institutions to implement these tools in the following areas:

- Identification and inspiration of trends that can be topics for communication for educational institutions, not only in media relations, but also in communication on social media or other channels of the institution.
- More detailed use of media monitoring, not only in terms of own outputs, but also in terms of what is being written within the educational institutions sector and what the sentiment of the outcomes is. This also applies to social media monitoring.

- Helping to identify potential crisis events that may arise for an educational institution. Text-based AI tools can generate a number of risk areas based on their existing data that an educational institution can prepare for, for example, when creating a crisis communication manual.
- Content assistance with the creation of text outputs such as press releases, content outputs for internal communications or social media communications.

At the same time, it should be mentioned that the key discipline of PR today is reputation management. In this area, on the contrary, we see minimal potential for the use of AI tools, as authenticity, sustainability and continuity in the communication of an educational institution are required in building a positive image.

In an era where information can easily be disseminated and obtained by the public via the internet, the reputation of a company or organization can quickly be affected by negative news or rumours circulating on social media (Gregory, 2023, as cited in Juwita et al., 2024). Therefore, Public Relations must be able to respond quickly and effectively to crisis situations and take steps to minimize their negative impacts (Juwita et al., 2024).

3.2 Leveraging AI in Educational Institution Advertising

The revolution of artificial intelligence in advertising is poised to fundamentally transform how ads are created and how their effectiveness is measured, leading to significant reductions in production and research costs. However, with the promise of benefits and efficiencies, the question arises as to how dependent AI is on human intervention and also how it stands up in terms of creativity.

The advent of generative AI enables the production of text, audio, images, and video based on human instructions, significantly reducing the amount of human labour required and boosting productivity. AI tools also enhance the speed and cost-effectiveness of measurement. AI's analytical models can generate an almost instantaneous cycle of creative production, measurement, selection, and optimization of the most effective advertisements (Ostrožovičová, 2024).

AI employs Natural Language Processing, Image Recognition, Speech Recognition, Machine Learning, Natural Language Generation, and image and speech generation to help advertisers in various advertising functions, including ad optimization, automated ad generation, and personalization (Ford et al., 2023).

The role and applications of AI-enabled smart speakers and bots are also increasing in AI advertising. Marketers use smart speakers powered by AI, such as Alexa, Siri, and Google Assistant, to engage and interact with their target audience and deliver promotional messages innovatively. Brands are deploying AI chatbots with Natural Language Understanding and Machine Learning to understand consumer responses, gauge consumers' needs, enhance consumer-AI interaction, provide consumer support, and deliver promotional content (Lim et al., 2022). Improving the return on investment (ROI) of advertising is a critical concern for advertisers, and AI advertising has the potential to play a vital role in this regard (Rasul et al., 2022). By improving the targeting and personalization of advertising, AI can make advertising more effective and efficient, ultimately leading to a higher ROI for advertisers. Moreover, Generative Adversarial Networks and AI are used to create or merge realistic-looking images and videos of people saying and doing things they never did. They use deep learning and neural networks to transform the image or video of people in advertisements (Toews, 2020).

Educational institutions and prospective students share a mutual objective: to identify the optimal alignment between applicants' unique needs and strengths and the cultural environment and academic offerings of the educational institutions. To fulfil this objective the institutions

lean on to the best practices they can implement in order to ensure the sufficient income of students and also their satisfaction.

The use of AI in advertising by educational institutions has a wide range of possible forms, both in online and offline environments. There are several key applications of AI in advertising that have changed the way companies interact with customers and optimize their marketing efforts, educational institutions included:

- Personalisation of ads: AI can analyze large amounts of data about the interests and behaviours of prospective students or their parents. Based on this data, it can generate personalised ad campaigns that are more targeted and therefore more effective. For instance, HubSpot uses AI to segment audiences based on behaviour, interests, and demographics, enabling educational institutions to target specific groups with personalized ads or content. This increases the chances of reaching potential students and parents who are more likely to engage.
- Content creation: AI tools can be used in content creation for advertisements by streamlining the process and enhancing creativity. For instance, tools like ChatGPT can generate compelling ad copy tailored to specific audiences, while Canva can design visually appealing graphics with minimal effort. When using AI and conversational language models, the key to streamlining content creation work is to remember that the quality of the output is often a reflection of the quality of the input (Knihová, 2024).
- Advertising campaign automation: by leveraging AI, educational institutions can automate the creation and management of advertising campaigns. AI can optimize the timing and placement of ads to reach the most relevant prospects at minimal cost.
- Chatbots and virtual assistants: in offline and online advertising campaigns, AI-powered chatbots can improve interaction with prospective learners. Chatbots can answer questions; provide information about degree programs, and direct prospective students to next steps, increasing the chances of successful recruitment. AI-driven chatbots, like Drift or Intercom, can provide instant responses to website visitors' inquiries, improving user engagement and reducing bounce rates.
- Campaign success prediction: AI-powered predictive analytics can forecast customer behaviour, such as identifying potential churners, predicting lifetime value, or forecasting sales trends. By leveraging historical data and machine learning algorithms, marketers can make data-driven decisions, optimize their strategies, and allocate resources more effectively (Angelen & Siddik, 2023). AI tools like Google Analytics with AI integration can predict future trends in search behaviour, allowing educational institutions to adapt their content and marketing strategies proactively, staying ahead of competitors in search rankings.
- Content-targeted ads: AI can help create content that engages specific target audiences. AI-powered tools like Grammarly and Hemingway can help create clear, concise, and error-free content that is more likely to rank well in search engines. Additionally, AI-based SEO tools like Yoast SEO or SurferSEO can analyze content and suggest improvements to enhance keyword usage, readability, and overall relevance, thereby boosting search engine rankings.

3.3 AI and Social Media Platforms

AI has significantly transformed the way families interact with educational institution's advertisements, especially on social media platforms. Utilizing AI algorithms, such as those used by Meta, ads can now be precisely targeted to specific audiences based on their demographics, interests, and behaviours. This advanced level of personalization enhances the relevance and engagement of the ads, ultimately resulting in higher click-through rates and conversions.

Thanks to AI in digital marketing, parents who have shown an interest in education-related topics or share similar demographics with your followers on Facebook may be more likely to see your ads highlighting educational institution's unique features, showcasing success stories, or addressing specific concerns or questions that parents may have. (Doverspike & Gleason, n.d., "AI's Role in Digital Marketing" section, para. 2)

When examining various social media platforms, we can identify numerous AI features that effectively support users in creating advertisements:

Facebook Ads Manager (Meta)

Meta offers several features that can help users to get best results from ads:

- Audience Insights: Uses AI to analyze user data and suggest audience segments based on demographics, interests, and behaviours.
- Automated Ad Placements: Automatically places ads across Facebook, Instagram, Messenger, and Audience Network to maximize reach and impact.
- Dynamic Creative: AI helps generate different combinations of ad components (e.g., images, headlines, and CTAs) and shows the most effective versions to each user.
- Lookalike Audiences: Uses AI to find new potential customers who share characteristics with your existing audience.

An educational institution can use Lookalike Audiences to find parents and students similar to those who have already shown interest in the educational institution, making the ads more relevant and increasing engagement.

Instagram Ads

Educational institutions can promote various events to users who have previously engaged with similar content or who follow education-related accounts:

- Smart Targeting: AI-driven algorithms target ads to users who are most likely to be interested based on their past behaviour on the platform.
- Automated Optimization: AI adjusts bids and targeting parameters in real-time to improve the performance of active campaigns.

Google Ads

Educational institutions can use Smart Campaigns to promote its programs with minimal effort, allowing AI to handle most of the optimization:

- Smart Campaigns: Automatically creates and optimizes ads based on the information provided by the advertiser. AI selects keywords, targeting, and bidding to achieve the best results.
- Responsive Search Ads: AI combines different headlines and descriptions to create the best-performing ads.
- Google Display Network: Uses AI to target users across millions of websites and apps, ensuring ads are shown to those most likely to be interested.

LinkedIn Campaign Manager

Educational institutions can use LinkedIn's targeting features to reach professionals looking for executive education or advanced degrees:

- Matched Audiences: AI targets ads to specific professional groups, such as educators or administrators, based on their job title, industry, or company.
- Conversion Tracking: AI tracks how well ads perform in driving actions, such as registrations or inquiries, and optimizes for better results.

TikTok Ads

Educational institutions can use TikTok's AI tools to create engaging content aimed at younger audiences, promoting student life, and campus culture:

- Automated Creative Optimization: AI tests and selects the best-performing creative elements for different user segments.
- Interest Targeting: AI analyzes user interactions and engagement to target ads based on specific interests.

Optimized social media ads that target specific audiences are not necessarily a new idea, but recent developments in AI-assisted ads have shown they are more accurate than anything you might be able to create (Doverspike & Gleason, n.d.). These AI tools not only make it easier for educational institutions to promote their ads but also improve the efficiency and effectiveness of their marketing efforts, leading to better engagement and higher conversion rates.

3.4 AI and Educational Institution's Visibility and Search Ranking

Boosting visibility and search ranking is also crucial for educational institutions because it directly impacts their ability to attract prospective students and engage with their community. AI can optimize content for search engines, ensuring better visibility and higher rankings. Its tools assist marketers in streamlining content creation processes, enhancing efficiency, and maintaining consistency (Angelen & Siddik, 2023).

In today's digital age, most people turn to search engines and social media to find information, so a higher ranking ensures that an educational institution appears prominently when parents, students, and other stakeholders are looking for educational options. This increased visibility can lead to higher enrolment rates as more prospective students discover the educational institution.

- Search Engine Optimization (SEO): AI tools like Moz or SEMrush can conduct in-depth keyword research and competitor analysis, helping educational institutions to identify the most effective keywords for their target audience. These tools can also track search rankings and suggest strategies to improve them, such as backlink opportunities or content adjustments.
- Voice Search Optimization: With the rise of voice search, AI tools like AnswerThePublic can help educational institutions optimize their content to answer common questions that users might ask through voice-activated devices like Siri or Alexa, ensuring they appear in voice search results.
- Optimize the website for search engines: Ensure that the website is optimized for search engines by using relevant keywords and meta tags, creating high-quality content, and ensuring that the website is mobile-friendly.
- Encourage online reviews: Encourage parents, students, and faculty members to leave positive reviews of your educational institution on Google and other review platforms. Positive reviews can improve your search engine ranking and help attract more families to the educational institution.
- Use paid search advertising: Consider using paid search advertising, such as Google Ads, to target parents who are searching for educational institutions in particular area. This can be a highly effective way to improve the overall visibility and attract more potential families to the educational institution (Doverspike & Gleason, n.d.).

The Artificial Intelligence revolution in advertising will have a seismic impact in how we create ads and measure their effectiveness, and this could bring significant reductions in production and research costs. Yet without considered Human Intelligence these cost reductions could

come at a price of creativity and effectiveness (Sheridan & Howard, 2024). By leveraging these AI tools, educational institutions can improve their online visibility, ensuring that they attract more visitors to their website, engage their audience effectively, and ultimately achieve higher search engine rankings.

3.5 Ethical Aspects of AI in Marketing Communication

The ethical implications of artificial intelligence (AI) in marketing communication are multifaceted, encompassing concerns about consumer autonomy, transparency, and the potential for manipulation. While AI offers significant advantages in enhancing marketing strategies, it also raises critical ethical questions that must be addressed.

UNESCO identifies the following ethical challenges:

- Lack of transparency of AI tools: decisions made by AI are not always understandable to humans.
- AI is not neutral: Decisions made by AI are prone to inaccuracies, discriminatory outcomes, or bias.
- Procedures related to oversight of data collection and user privacy.
- Emerging concerns related to fairness and risks related to human rights and other fundamental human values (Ramos, n.d).

The use of AI has been regulated by the Artificial Intelligence Act, the world's first comprehensive AI law, which was adopted by the European Commission in March 2023. According to this legislation generative AI systems based on such models, like ChatGPT, would have to comply with transparency requirements (disclosing that the content was AI-generated, also helping distinguish so-called deep-fake images from real ones) and ensure safeguards against generating illegal content (Yakimova & Ojamo, 2024).

The motivation behind the AI Act is primarily to protect against the potential harmful effects of artificial intelligence and the misuse of new AI-based technologies. The legislation also aims to protect personal data and ensure transparency in the use of AI. Artificial intelligence is changing the nature of work, and although some tasks are being automated, many jobs are being designed to incorporate artificial intelligence as a tool to increase productivity and decision-making. There are also various moral issues associated with the use of generative AI tools in content creation and editing. In March 2023, PRovoke Media conducted a global survey of a sample of 406 communications professionals from different types of companies in terms of their size. According to the results of this survey, only 11% of companies have policies or guidelines in place for the use of generative AI tools, and another 35% of companies plan to implement them within the next 12 months (Galera Matúšová & Načiniaková, 2023).

4 Conclusions

In terms of other marketing communication tools, we see an opportunity for the use of AI by educational institutions in the field of direct marketing, as we have already written in the introduction about the possibilities of personalization, which can be applied to a large extent directly in the field of direct marketing, which is a simple and cost-effective tool for educational institutions to reach their primary target group, represented by current or potential students.

At the same time, as our article shows, from the point of view of marketing communication, artificial intelligence can be a great help for educational institutions, as it can eliminate the need for an independent worker for several sub-tasks in this area on the one hand (for example, creating texts or graphics), on the other hand, it will permit effectively reaching its target audience

based on tips and input from both textual and graphic aspects. However, it should also be borne in mind that there are areas within the individual marketing communication tools that an educational institution is not able to cover now using AI tools, as they require a human approach. Its implementation requires a balanced approach that combines the efficiency of AI with the strategic insight and creativity of human professionals. The future of marketing communication in educational institutions lies in this synergy, where AI serves as a catalyst for innovation and effectiveness, rather than a replacement for human expertise. While AI can enhance marketing effectiveness, its ethical deployment is crucial to prevent consumer exploitation and ensure responsible practices. Balancing innovation with ethical considerations remains a significant challenge in the evolving landscape of AI in marketing.

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