

Title of the Course	AI Driven Social Networks Analysis and Digital Marketing
TAC No.	ICT - 28 (Emerging Areas and Research Oriented)
Dates and Venue	14 – 18 Sept, 2026 NITTTR, Chandigarh and Remote Centers at respective institutions
Course Outcomes	Participants will be able to: • Understand the concepts of Social Networks Analysis and its applications in Digital Marketing • Visualize, and analyze Social Networks using Python NetworkX library • Create content for Digital Marketing using various Generative AI Tools • Use smart email marketing, paid advertising, and SEO • Use AI in social media for scheduling, content suggestions, and performance analysis
Course Contents	• Introduction to Social Networks Analysis and its applications • Introduction to AI, Machine Learning, Generative AI, Agentic AI, and Explainable AI • Introduction to AI Driven Digital Marketing • Use of AI using Social media for Scheduling, content suggestions, performance analysis • AI-powered Paid advertising • Machine Learning Algorithms for Recommendation Generation • Generative AI Tools for Content Creation for Digital Marketing • Python NetworkX for creation, visualization, and Social Networks Analysis • Decoding Network Influence: Centrality Measures for Identifying Key Nodes on Social Networks • AI-driven Digital Marketing: Smart Email marketing and automation • Indian Knowledge System • Modern Search Engine Optimization (SEO) in AI Era • Agentic AI in Digital Marketing
Course Coordinator(s)	Dr. Shano Solanki, Associate Professor, CSE Email-id: shano@nitttrchd.ac.in Mobile: 9872920296