FOR IMMEDIATE RELEASE

Advertising Research Foundation Expands Certificate Program with NYU SPS to Include AI-Focused Courses

New Courses Provide Professionals with Advanced Tools and Strategies to Navigate AI-Driven Marketing Research

NEW YORK – JANUARY 15, 2025 - The Advertising Research Foundation (ARF), in collaboration with the NYU School of Professional Studies (NYU SPS) Division of Programs (DPB) Integrated Marketing and Communications program, announces the addition of two courses to the NYU/ARF Certificate in Marketing Optimization and Insights. These new offerings represent a significant step in updating the program to reflect rapidly evolving advertising and marketing research methodologies, particularly in artificial intelligence (AI).

The two new courses, **"Tools for Application of LLMs to Marketing & Advertising Research"** and **"Strategic and Managerial Considerations in Use of LLMs in Marketing & Advertising Research,"** are designed to equip students with both hands-on experience and state-of-the-art tools for the application of large language models (LLMs) in marketing and advertising. Topics covered include sentiment analysis, persona development, AI-driven content creation, ethical considerations, and leveraging LLMs for competitive advantage.

This expansion builds on the program's success, with 31 students earning their certificates in the last year. By incorporating advanced AI topics, the certificate program remains at the forefront of equipping professionals with skills that address the pressing needs of the advertising and marketing industries. Here are the course highlights:

"Tools for Application of LLMs to Marketing & Advertising Research"
Professor: Paul Donato, Chief Research Officer, Advertising Research Foundation

This course offers practical, hands-on training with LLMs, focusing on:

- Sentiment analysis and market research.
- AI-driven content creation and persona development.
- Competitive intelligence and trend analysis.
- Ethical and legal considerations in using AI.

"Strategic and Managerial Considerations in Use of LLMs in Marketing & Advertising Research"
Professor: Steven Millman, Global Head of Research & Data Science, Dynata

This course addresses the strategic integration of LLMs into marketing practices, including:

- Game theory and scenario planning with LLMs.
- AI-enriched persona validation.
- Team workflows and process optimization.
- Ethical challenges related to bias, privacy, and transparency.

"The advertising and marketing research field continues to evolve with the advancements in AI and LLM technologies. At the ARF, we continually refine our programs to ensure that they support our members and advance the industry. Our courses at NYU are developed and taught by leading experts in the field, providing both keen insights and practical knowledge," said Scott McDonald, President and CEO of the ARF.

"The NYU/ARF certificate program bridges academic rigor with real-world application, allowing students to learn directly from experienced practitioners. These new courses on LLMs further enhance the curriculum by providing students with actionable insights and tools to navigate the complexities of today's AI-driven marketing environment," said Kathleen Rennie, Chair and Clinical Faculty in the NYU SPS DPB Integrated Marketing and Communications program.

The first course, "**Tools for Application of LLMs to Marketing & Advertising Research**," is now open for enrollment and will be offered in the spring session commencing March 10. "**Strategic and Managerial Considerations**" will be offered in the summer session.

For more information on the NYU/ARF Certificate in Marketing Optimization and Insights, visit https://thearf.org/nyu-arf-certificate-in-marketing-optimization-and-insights.

About the NYU School of Professional Studies
Established in 1934, NYU SPS is an internationally recognized university that offers diverse students access and opportunity to practical, real-world preparation to thrive in their careers while building the next generation of industry leaders ready to embrace tomorrow's innovations and challenges and lead change in global workplaces.

About the Advertising Research Foundation

Founded in 1936, the Advertising Research Foundation (ARF) has emerged as the preeminent authority on unbiased quality in advertising, media, and marketing research. With over 400 member companies, the ARF's powerful knowledge, unified standards, and best practices have proven invaluable time and again. The ARF continues to drive continuous improvement in advertising and marketing practices by fostering collaboration and innovation, shaping the industry's future.

In today's rapidly changing technology landscape, the ARF remains committed to providing accurate information, setting industry standards, and promoting transparency. For more information on the ARF visit www.thearf.org and also visit us on LinkedIn, YouTube, X (Twitter), and Facebook. For more information on DASH, visit www.thearf.org/dash.

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