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INSTITUTE FOR THE  
ADVANCEMENT OF  
JOURNALISM

*in partnership*



**POSE**

# MASTER CLASS IN AI

## Course Outline

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# INTRODUCTION

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This course provides a comprehensive overview of AI, covering its fundamentals, applications, ethical considerations, and strategies for combating misinformation.

It introduces participants to AI's capabilities, including machine learning and neural networks, and explores how AI can be integrated into workflows to enhance productivity and content creation.

The course highlights popular AI tools for content creators and teaches how to use AI for audience analytics and personalisation.

It delves into ethical considerations such as bias and regulatory compliance, ensuring that participants understand how to use AI responsibly. The course focuses on strategies for detecting and combating misinformation. It equips content creators and professionals with the skills to leverage AI effectively while maintaining integrity and trust. Overall, it offers a balanced approach to AI education, combining technical knowledge with practical skills and ethical awareness.

## Course Duration

One Day full time.  
Face-to Face

## Certification

All successful delegates will receive a certificate of completion.

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# COURSE OUTCOMES

- Apply AI Tools in Content Creation: Integrate AI tools into workflows to enhance efficiency and creativity
- Understand AI Fundamentals: Define and differentiate AI types (AI to ASI) and explain their relevance to content creation and marketing.
- Combat Misinformation and Deepfakes: Identify misinformation and deepfakes, and apply strategies to promote content authenticity
- Leverage AI for Audience Analytics & Personalisation: Utilize AI tools for audience analysis and implement personalised marketing and content strategies
- Navigate Ethical Challenges: Recognise and analyse ethical issues related to AI in content creation and marketing, and apply responsible AI strategies.
- Apply Deepfake Detection Techniques: Learn to use effective tools and techniques to detect deepfakes in various forms of media
- Analyse the Impact of AI and Social Media: Discuss the good and bad of social media from an AI perspective and articulate the impacts of AI on social media content.
- Evaluate the Impact of AI in Content Creation: Understand the benefits and drawbacks of AI adoption for content creation and analyze industry opportunities and threats

## Who should participate



- Media professionals
- PR specialists
- Marketers
- Individuals seeking to enhance their content curation skills