

## INNOVATING INFLUENCE: REDEFINING MARKETING WITH AI



# AI IN MARKETING AND CONTENT CREATION



GTL 2026

**5 January**  
**17 January**

Free of charge for all participants

**Weekdays:** 4:30 PM - 7:30 PM  
**Saturdays:** 9:00 AM - 4:00 PM

📍 Riffa Views International School

MIT International Science & Technology Initiatives  
Massachusetts Institute of Technology in Collaboration With RVIS

### KEY BENEFITS

- MIT instructors and world-class mentorship
- Certificate of Participation
- Full subscriptions to required software and AI tools
- RVIS Scholarships opportunities available

Register Here



INNOVATING INFLUENCE: REDEFINING MARKETING WITH AI

AI IN MARKETING AND CONTENT CREATION



Register Here

# GTL 2026 - Program Overview

## 5 January - 17 January

Final Showcase: January 29, 2026

Participants will learn how AI is transforming marketing and digital content creation. They will develop campaigns and creative content using AI tools to promote Bahraini culture, tourism, and social causes.

### DESCRIPTION

**Duration:** 2 Weeks (January 5-17, 2026)  
**Students:** 30 Students  
**Instructors:** 5 Innovators  
**Target:** High School Students (Grades 9-12)  
**Total Hours:** 38 hours  
**Starting Date:** January 5, 2026

### DETAILS

### SKILLS STUDENTS WILL LEARN

- AI-assisted graphic design, content creation, and video editing.
- Marketing principles, branding, campaign strategy.
- Use of AI platforms.

### FUTURE-RELEVANT SKILLS

- AI-driven marketing is a growing sector in the business and creative industries.
- Digital content creation for social media and business.

### SOFT SKILLS DEVELOPMENT

- Creativity and storytelling.
- Community-focused campaign design.
- Team-based creative collaboration.

### COMMUNITY IMPACT

- Promotes Bahraini culture, tourism, and social initiatives.
- Trains future marketers and content creators for the digital economy.

### PREREQUISITES

- **Required:** No Prerequisite Required.
- **Recommended:** Interest in marketing, design, social media, or storytelling.