Exploring the Current State of Artificial Intelligence in Advertising Education: A Qualitative Analysis of Faculty Experiences and Perspectives

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Artificial intelligence (AI) involves developing machines that can perform tasks that typically require human intelligence. This technology affects all industries as well as higher education. This paper gives a brief description of AI, followed by its utilisation in higher education, particularly in advertising education. The findings of the paper elaborate on the insights gained through 15 in-depth interviews conducted with professors teaching advertising and marketing communications in Türkiye, Slovenia, the Netherlands, USA, and Israel. The study contributes with the emerging themes which are the professors' adoption and adaptation to new technologies and AI, their thoughts on AI, opportunities and challenges, ethical considerations, AI's use in advertising education, assessment of students, competencies to be gained by students to use AI effectively, mostly used AI tools in advertising and marketing communication courses, and sources for the professors to improve themselves about AI and the field. Suggestions are also shared for the integration of AI in advertising education.

Keywords: artificial intelligence; advertising education; higher education