

AI-Powered Marketing Innovation

Ensuring global productivity



AWL is an internationally oriented company with 750 employees. As a system integrator, AWL delivers added value as a specialist in the design and construction of smart (modular) machines. Our strength lies in three disciplines: joining technologies, (logistics) automation and assembly techniques. Our portfolio includes laser welding, arc welding, resistance welding, glued joints, vision systems, product handling, quality control and traceability. At AWL, we focus on the automotive, metalworking and logistics industries, where high levels of automation and a high degree of flexibility are essential. The company designs and builds production systems. AWL works for customers who operate on World Class level.

We are an informal organization that is always looking for creative students who are results-oriented, enterprising and inquisitive. AWL has an annual average of 50 internship and graduation for MBO, HBO and university students.

Artificial Intelligence is rapidly transforming how marketing teams operate—from automating routine tasks to generating strategic insights. This assignment offers a unique opportunity for a tech-savvy, marketing-minded student to pioneer the use of AI tools like Microsoft Copilot within our business unit. By exploring real-world use cases, designing effective prompts, and conceptualizing AI agents, the student will help shape the future of marketing workflows while gaining hands-on experience with cutting-edge technology.

Assignment:

- Research Copilot & AI capabilities in Microsoft 365 and beyond
- Identify marketing use cases for AI support (daily & strategic)
- Design and test prompts for tasks like reporting, content creation, and analysis
- Conceptualize AI agents to automate or assist in workflows
- Document findings and present recommendations to the team

Deliverables:

- Use case overview
- Prompt library with examples and results
- Agent concept designs
- Final report or presentation with recommendations

Level of the assignment

- Education level: HBO ICT, Marketing and Communication
- competences a student must have:
 - Marketing basics
 - Tech-savvy
 - Communicative
- Languages: NL/EN

System knowledge

- Microsoft 365 Copilot (Word, Excel, Outlook, Teams)
- PowerPoint, SharePoint, Excel
- Internal marketing data and workflows

Application route:

 [AWL.NL](https://www.awl.nl)

 AWL-Techniek

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