

# Postgraduate Certificate Communication and Marketing Data Analysis using Artificial Intelligence



## Postgraduate Certificate Communication and Marketing Data Analysis using Artificial Intelligence

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/pk/artificial-intelligence/postgraduate-certificate/communication-marketing-data-analysis-artificial-intelligence](http://www.techtute.com/pk/artificial-intelligence/postgraduate-certificate/communication-marketing-data-analysis-artificial-intelligence)

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# 01

# Introduction

The application of Artificial Intelligence (AI) in market research serves organizations to generate personalized recommendations to customers, which can improve their experience and even increase sales. By identifying specific audience segments based on demographic factors or buying behaviors, companies tailor their communication strategies accurately. On the other hand, thanks to Machine Learning, experts analyze the feelings of users expressed on social media (such as comments or online reviews) and obtain valuable information about the brand's reputation. In this context, TECH has developed an innovative university program 100% online to delve into Predictive Analysis and considerably improve decision-making.



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*You will access the latest innovations  
in Artificial Intelligence, applied to  
advertising and communication in  
150 hours of exclusive resources”*

Intelligent Computing-powered Communication and Marketing Data Analysis provides an accurate and rigorous approach to the performance of applied strategies. Using advanced algorithms or patterns, AI systems are extremely useful for identifying trends in the social media most used by users. In this way, professionals can make more informed determinations and design fully customized advertising campaigns. These intelligent mechanisms also serve to frequently assess the impact of the strategies implemented.

For this reason, TECH launches an advanced program for specialists to feed on the most revolutionary tools to analyze data in the communicative context. The academic itinerary will address in detail techniques to carry out Predictive Analysis by studying large volumes of data. The syllabus will also pay careful attention to market segmentation processes and the Return on Investment in Digital Marketing. It should be noted that the training will provide students with success stories in this field, with the aim of benefiting from their lessons and conclusions.

This academic program, taught in a 100% online format, is based on the methodology of *Relearning*. This teaching system consists of reiterating key concepts to optimize the assimilation of contents. Moreover, it is complemented by different multimedia teaching materials, specialized readings or case studies. Students can access them comfortably at any time of the day, from an electronic device with an Internet connection. Experts will not have to invest large amounts of hours in memorization and you will get a much more effective update.

The **Postgraduate Certificate in Communication and Marketing Data Analysis using Artificial Intelligence** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ The development of case studies presented by experts in Artificial Intelligence in Marketing and Communication
- ♦ The graphic, schematic and eminently practical content of the system provides complete and practical information on those disciplines that are essential for professional practice
- ♦ Practical exercises where the self-assessment process can be carried out to improve learning
- ♦ Its special emphasis on innovative methodologies
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



*Study from the comfort of your home and update your knowledge online with TECH Technological University, the biggest online university in the world"*

“

*This program will make you an agent of change capable of transforming the business environment with innovative ideas based on the latest technology”*

The program’s teaching staff includes professionals from the sector who contribute their work experience to this training program, as well as renowned specialists from leading societies and prestigious universities.

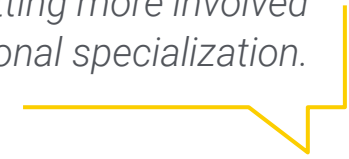
The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the academic year. For this purpose, the students will be assisted by an innovative interactive video system created by renowned and experienced experts.

*Perform the most accurate predictive analytics to improve your decision making.*



*Relearning will allow you to learn with less effort and more performance, getting more involved in your professional specialization.*



# 02 Objectives

This program will help graduates master emerging technologies applied to Communication and Marketing Data Analysis. This will allow professionals to make decisions based on the most accurate data. In this connection, specialists will apply AI in predictive analysis of large volumes of information. Moreover, they will focus on measuring the Return on Investment to identify which strategies and channels of communication are most effective. Experts will then optimize strategies with the aim of improving their relations with consumers.







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*A high intensity university program  
that will allow students to advance  
quickly and efficiently in their learning”*



## General Objectives

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- ◆ Understand the fundamentals of how AI is transforming Digital Marketing strategies
- ◆ Develop, integrate and manage *chatbots* and virtual assistants to improve customer interactions
- ◆ Delve into the automation and optimization of online ad buying through programmatic advertising with AI
- ◆ Interpret large volumes of data for strategic decision making in Digital Marketing
- ◆ Apply AI to *email* marketing strategies for personalization and campaign automation
- ◆ Explore emerging trends in AI for Digital Marketing and understand their potential impact on the industry





## Specific Objectives

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- Master specific technologies for the analysis of Communication and Marketing data
- Apply AI to the analysis of large volumes of data
- Develop Predictive Analytics for Informed Decision Making
- Improve Marketing strategies with AI



*The main objective of TECH is for students to acquire academic and professional excellence"*

03

# Course Management

One of the premises of TECH is to provide students with university programs that meet their real needs for updating and have a high quality. For this reason, students will find in this Postgraduate Certificate a teaching team that has been selected for its extensive knowledge in the Analysis of Communication and Marketing Data for Decision-making. In this way, students will be able to obtain an effective updating of the hand of real experts in the field. Undoubtedly, it is a first level educational experience that will allow graduates to raise their professional horizons.





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*Update your knowledge under the guidance of professionals with years of experience in Artificial Intelligence in Marketing and Communication"*

## Management



### **Dr. Peralta Martín-Palomino, Arturo**

- ♦ CEO and CTO at Prometheus Global Solutions
- ♦ CTO at Korporate Technologies
- ♦ CTO at AI Shephers GmbH
- ♦ Consultant and Strategic Business Advisor at Alliance Medical
- ♦ Director of Design and Development at DocPath
- ♦ Ph.D. in Psychology from the University of Castilla - La Mancha
- ♦ Ph.D. in Economics, Business and Finance from the Camilo José Cela University
- ♦ Ph.D. in Psychology from University of Castilla – La Mancha
- ♦ Professional Master's Degree in Executive MBA by the Isabel I University
- ♦ Professional Master's Degree in Sales and Marketing Management, Isabel I University
- ♦ Expert Master's Degree in Big Data by Hadoop Training
- ♦ Professional Master's Degree in Advanced Information Technologies from the University of Castilla - La Mancha
- ♦ Member of: SMILE Research Group



### Mr. Sánchez Mansilla, Rodrigo

- ♦ Specialist in Digital Marketing
- ♦ Digital Advisor at AI Shepherds GmbH
- ♦ Digital Account Manager at Kill Draper
- ♦ Head of Digital at Kuarere
- ♦ Digital Marketing Manager at Arconi Solutions, Deltoid Energy and Brinergy Tech
- ♦ Founder and National Sales and Marketing Manager
- ♦ Professional Master's Degree in Digital Marketing (MDM) from The Power Business School
- ♦ Bachelor in Business Administration (BBA) from the University of Buenos Aires

## Professors

### Ms. González Risco, Verónica

- ♦ Specialist in Digital Marketing
- ♦ Freelance Digital Marketing Consultant
- ♦ Product Marketing/International Business Development at UNIR - The University on the Internet
- ♦ Digital Marketing Specialist at Código Kreativo Comunicación SL
- ♦ Professional Master's Degree in Online Marketing and Advertising Management by Indisoft- Upgrade
- ♦ Postgraduate Certificate in Business Administration from the University of Almeria

### Ms. Parreño Rodríguez, Adelaida

- ♦ Technical Developer & Energy Communities Engineer at the University of Murcia
- ♦ Manager in Research & Innovation in European Projects at the University of Murcia
- ♦ Technical Developer & Energy/Electrical Engineer & Researcher in PHOENIX Project and FLEXUM (ONENET) Project
- ♦ Content Creator in Global UC3M Challenge
- ♦ Ginés Huertas Martínez Award (2023)
- ♦ Professional Master's Degree in Renewable Energies from the Polytechnic University of Cartagena
- ♦ Degree in Electrical Engineering (bilingual) from Carlos III University of Madrid

# 04

## Structure and Content

This Postgraduate Certificate will allow marketing experts to have the latest technological tools to optimize decision making. The program will delve into AI applications in the study of large volumes of data, using resources such as Big Data. Similarly, the syllabus will delve into both the visualization of information and the construction of predictive models. Graduates will explore ROI to track and measure the actual impact of each strategy they apply. They will also acquire an ethical awareness to ensure that their procedures are safe.





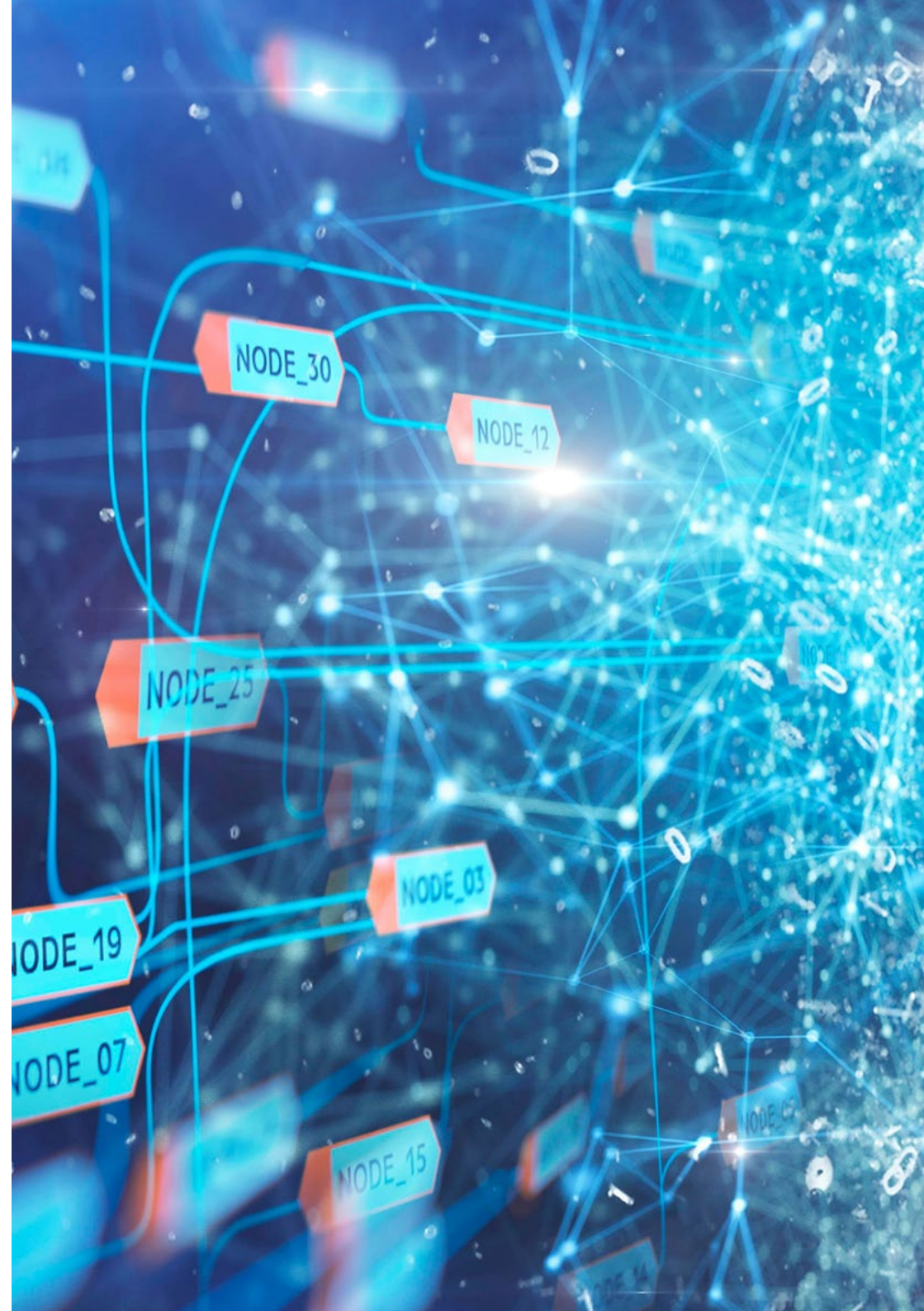


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*A unique, key and decisive  
experience that will drive your  
professional development”*

## Module 1. Communication and Marketing Data Analysis for Decision Making

- 1.1. Specific Technologies and Tools for Communication and Marketing Data Analysis
  - 1.1.1. Tools for Analyzing Conversations and Trends in Social Media
  - 1.1.2. Systems to Identify and Evaluate Emotions in Communications
  - 1.1.3. Use of Big Data to Analyze Communications
- 1.2. Applications of AI in the Analysis of Large Volumes of Marketing Data
  - 1.2.1. Automatic Processing of Massive Data
  - 1.2.2. Identification of Behavioral Patterns
  - 1.2.3. Optimization of Algorithms for Data Analysis
- 1.3. Tools for Data Visualization and Reporting of Campaigns and Communications with AI
  - 1.3.1. Creation of Interactive Dashboards
  - 1.3.2. Automatic Report Generation
  - 1.3.3. Predictive Visualization of Campaign Results
- 1.4. Application of AI in Market Research
  - 1.4.1. Automatic Processing of Survey Data
  - 1.4.2. Automatic Identification of Audience Segments
  - 1.4.3. Prediction of Market Trends
- 1.5. Predictive Analytics in Marketing for Decision Making
  - 1.5.1. Predictive Models of Consumer Behavior
  - 1.5.2. Campaign Performance Forecasting
  - 1.5.3. Automatic Adjustment of Strategic Optimization
- 1.6. Market Segmentation with AI
  - 1.6.1. Automated Analysis of Demographic Data
  - 1.6.2. Identification of Interest Groups
  - 1.6.3. Dynamic Personalization of Offers
- 1.7. Marketing Strategy Optimization with AI
  - 1.7.1. Use of AI to Measure Channel Effectiveness
  - 1.7.2. Strategic Automatic Adjustment to Maximize Results
  - 1.7.3. Simulation of Strategic Scenarios



- 1.8. AI in Marketing ROI Measurement
  - 1.8.1. Conversion Attribution Models
  - 1.8.2. ROI Analysis using AI
  - 1.8.3. Customer Lifetime Value Estimation
- 1.9. Success Stories in Data Analytics with AI
  - 1.9.1. Demonstration through Case Studies where AI has Improved Results
  - 1.9.2. Cost and Resource Optimization
  - 1.9.3. Competitive Advantages and Innovation
- 1.10. Challenges and Ethical Considerations in AI Data Analysis
  - 1.10.1. Biases in Data and Results
  - 1.10.2. Ethical Considerations in Handling and Analyzing Sensitive Data
  - 1.10.3. Challenges and Solutions for Making AI Models Transparent

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*Access the multimedia resource library and the entire syllabus from your program from day one. Take advantage of every advantage you have in this TECH program!"*

05

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





“

*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”*



*You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.*



*The student will learn to solve complex situations in real business environments through collaborative activities and real cases.*

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

“*Our program prepares you to face new challenges in uncertain environments and achieve success in your career”*

The case method has been the most widely used learning system among the world's leading Information Technology schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question that you are presented with in the case method, an action-oriented learning method. Throughout the course, students will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*In 2019, we obtained the best learning results of all online universities in the world.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.





In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

This methodology has trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, and financial markets and instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



### Practising Skills and Abilities

They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





#### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.



#### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



#### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



06

# Certificate

The Postgraduate Certificate in Communication and Marketing Data Analysis using Artificial Intelligence guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.





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*Successfully complete this program  
and receive your university qualification  
without having to travel or fill out  
laborious paperwork”*

The **Postgraduate Certificate in Communication and Marketing Data Analysis using Artificial Intelligence** contains the most complete and up-to-date academic program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery\*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

Title: **Postgraduate Certificate in Communication and Marketing Data Analysis using Artificial Intelligence**

Official N° of Hours: **150 h.**



\*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present  
development languages  
virtual classroom



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