

Postgraduate Certificate Digital Marketing Data Analysis with Artificial Intelligence



Postgraduate Certificate Digital Marketing Data Analysis with Artificial Intelligence

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Accreditation: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/us/artificial-intelligence/postgraduate-certificate/digital-marketing-data-analysis-artificial-intelligence

Index

01

Introduction

p. 4

02

Objectives

p. 8

03

Course Management

p. 12

04

Structure and Content

p. 16

05

Methodology

p. 20

06

Certificate

p. 28

01

Introduction

Digital Marketing data analytics with Artificial Intelligence employs advanced algorithms, identifying hidden patterns in large data sets, allowing professionals to better understand consumer behavior, predict future trends and optimize their campaigns in real time. Moreover, this predictive and prescriptive analytics capability not only improves the efficiency and accuracy of marketing decisions, but also opens up new opportunities for personalization and audience segmentation, leading to higher ROI and sustainable competitive advantage. For this reason, TECH has launched this fully virtual program, supported by the innovative methodology of Relearning, to ensure a thorough understanding of the topics addressed.



A woman with long brown hair is shown in profile, looking towards the right. She is wearing a light-colored, possibly white, blouse. The background is blurred, showing what appears to be a computer monitor with a glowing green light. A network of blue lines is overlaid on the image, connecting various points across the scene.

““

Thanks to this 100% online Postgraduate Certificate, you will specialize in Digital Marketing Data Analysis with Artificial Intelligence, boost the effectiveness of your campaigns the sustainable growth of your company”

The ability of Artificial Intelligence to process large volumes of data in real time allows marketing specialists to identify patterns and trends with greater accuracy, leading to a deeper understanding of consumer behavior. This, in turn, facilitates the personalization of strategies and the segmentation of audiences more effectively, thus optimizing the return on advertising investment and improving the customer experience.

This is how this Postgraduate Certificate was created, a deep immersion in the fundamental tools and techniques to unravel the secrets hidden within Digital Marketing data. In this way, graduates will detect subtle patterns and trends, performing brand sentiment analysis to better understand the public's perception towards campaigns and products.

In addition, this academic program will focus on the analysis of risks and opportunities in Marketing strategies, using predictive analytics tools to evaluate market trends and competition. Students will also be able to anticipate changes in the commercial landscape and proactively adapt strategies to maximize the impact of campaigns.

They will also explore the use of Artificial Intelligence and social media analytics with tools such as Brandwatch, identifying market niches, monitoring emerging trends and performing real-time sentiment analysis. All this will provide students with a comprehensive view of the current digital landscape.

As such, this online education program is committed to offering unrestricted access, from anywhere, at any time. With an electronic device and Internet connection, professionals will have all the necessary resources to successfully complete the course. Likewise, the program is based on the Relearning methodology, which focuses on the repetition of fundamental concepts to facilitate a more effective understanding and assimilation of the content.

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

- ♦ Development of practical cases presented by experts in Digital Marketing Data Analysis with Artificial Intelligence
- ♦ The graphic, schematic and eminently practical contents with which it is conceived gather scientific and practical information on those disciplines that are indispensable 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



Enroll now and take advantage of all the benefits of Artificial Intelligence! You will be able to automate repetitive tasks and provide intelligent recommendations to improve your Marketing campaigns”

“

You will acquire advanced skills to detect patterns and trends, hidden in Marketing data, and perform brand sentiment analysis to thoroughly understand audience perception”

The program’s teaching staff includes professionals from the field who contribute their work experience to this educational 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 course. For this purpose, students will be assisted by an innovative interactive video system created by renowned and experienced experts.

With a practical and results-oriented approach, this Postgraduate Certificate will equip you with the skills necessary to meet the challenges of modern Digital Marketing with confidence and competence.

*Through predictive analytics, you will be able to anticipate campaign results and conversions, identify anomalies and optimize the customer experience.
What are you waiting for to enroll?*



02

Objectives

This Postgraduate Certificate will provide professionals with the necessary skills and knowledge to take advantage of the potential of data in the field of Digital Marketing. Therefore, throughout the program, they will be immersed in advanced data analysis techniques, learning to detect patterns, trends and hidden anomalies in large Marketing data sets. In addition, they will focus on the application of Artificial Intelligence and predictive analytics to predict campaign results, optimize customer experience and make informed strategic decisions.



“

Through the best didactic materials, at the forefront of technology and education, you will become a highly competent professional in the use of Artificial Intelligence tools and technologies”



General Objectives

- ◆ Implement Artificial Intelligence applications in Digital Marketing and e-commerce to improve the efficiency and effectiveness of strategies
- ◆ Improve user experience in Digital Marketing by using Artificial Intelligence for dynamic personalization of websites, applications and content
- ◆ Implement Artificial Intelligence systems for the automation of e-Commerce processes, from inventory management to customer service
- ◆ Research and apply predictive AI models to identify emerging trends in the marketplace and anticipate customer needs
- ◆ Collaborate on cross-functional projects to integrate Artificial Intelligence solutions with existing Digital Marketing platforms and develop new strategies
- ◆ Evaluate the impact of Artificial Intelligence technologies on Digital Marketing and e-commerce, both from a business and ethical perspective





Specific Objectives

- ◆ Detect hidden patterns and trends in Marketing data and perform brand sentiment analysis
- ◆ Predict campaign and conversion results, detect anomalies and optimize customer experience using predictive analytics
- ◆ Perform risk and opportunity analysis on marketing strategies, including predictive analytics on market trends and competitor assessment
- ◆ Use AI and social media analytics with Brandwatch to identify market niches, monitor emerging trends and perform sentiment analysis



You will be able to lead Digital Marketing initiatives effectively in an increasingly data-driven business environment. Achieve your goals thanks to TECH!

03

Course Management

The faculty of this academic program are leading experts in the field, with a unique combination of academic and real-world practical experience. Selected for their deep knowledge in data analytics, artificial intelligence and digital marketing, these professionals offer students a comprehensive and up-to-date perspective on the constantly evolving industry landscape. With a focus on the practical application of theoretical concepts, mentors will guide graduates through case studies, which reflect the challenges of today's business world.



“

TECH faculty's commitment to academic excellence and professional development will ensure you excel in the field of Digital Marketing Data Analytics with Artificial Intelligence”

Management



Dr. Peralta Martín-Palomino, Arturo

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



Ms. Martínez Cerrato, Yésica

- ♦ Education, Business and Marketing Specialist
- ♦ Responsible for Technical Training at Securitas Seguridad España
- ♦ Product Manager in Electronic Security at Securitas Seguridad España
- ♦ Business Intelligence Analyst at Ricopia Technologies
- ♦ Computer Technician and Responsible for OTEC computer classrooms at the University of Alcalá de Henares
- ♦ Collaborator in the ASALUMA Association
- ♦ Degree in Electronic Communications Engineering at the Polytechnic School, University of Alcalá de Henares

Professors

Mr. Nájera Puente, Juan Felipe

- ♦ Data Analyst and Data Scientist
- ♦ Director of Studies and Research at the Council for Quality Assurance in Higher Education
- ♦ Production Programmer at Confiteca C.A.
- ♦ Processes Consultant at Esefex Consulting
- ♦ Academic Planning Analyst at San Francisco de Quito University
- ♦ Professional Master's Degree in Big Data and Data Science at the International University of Valencia
- ♦ Industrial Engineer from San Francisco de Quito University

Ms. Del Rey Sánchez, Cristina

- ♦ Talent Management Administrative Officer at Securitas Seguridad España, S.L.
- ♦ Extracurricular Activities Center Coordinator
- ♦ Support classes and pedagogical interventions with Primary and Secondary Education students
- ♦ Postgraduate in Development, Delivery and Tutoring of e-Learning Training Actions.
- ♦ Postgraduate in Early Childhood Care
- ♦ Degree in Pedagogy from the Complutense University of Madrid

04

Structure and Content

This program will offer a wide range of content, designed to equip professionals with the skills needed to excel in Digital Marketing. From the fundamentals of data analytics and Artificial Intelligence, to advanced data mining techniques and machine learning, the curriculum will cover key topics to understand and harness the power of data in Marketing. In addition, hidden pattern and trend detection, brand sentiment analysis, campaign performance prediction, customer experience optimization and risk analysis will be explored.





“

Upgrade your knowledge with TECH and specialize in the use of Artificial Intelligence tools and social media analytics, to identify market niches and emerging trends”

Module 1. Analyzing Digital Marketing Data with Artificial Intelligence

- 1.1. Artificial Intelligence in Data Analysis for Marketing with Google Analytics
 - 1.1.1. Advanced Audience Segmentation
 - 1.1.2. Predictive Trend Analysis using Artificial Intelligence
 - 1.1.3. Price Optimization using Artificial Intelligence Tools
- 1.2. Automated Processing and Analysis of Large Data Volumes with RapidMiner
 - 1.2.1. Brand Sentiment Analysis
 - 1.2.2. Marketing Campaign Optimization
 - 1.2.3. Personalization of Content and Messages with Artificial Intelligence Tools
- 1.3. Detection of Hidden Patterns and Trends in Marketing Data
 - 1.3.1. Detection of Behavioral Patterns
 - 1.3.2. Trend Detection using Artificial Intelligence
 - 1.3.3. Marketing Attribution Analysis
- 1.4. Data-driven Insights and Recommendations Generation with Data Robot
 - 1.4.1. Predictive Analytics Thanks to Artificial Intelligence
 - 1.4.2. Advanced Audience Segmentation
 - 1.4.3. Personalized Recommendations
- 1.5. Artificial Intelligence in Predictive Analytics for Marketing with Sisense
 - 1.5.1. Price and Offer Optimization
 - 1.5.2. Artificial Intelligence Sentiment and Opinion Analysis
 - 1.5.3. Automation of Reports and Analysis
- 1.6. Prediction of Campaign Results and Conversions
 - 1.6.1. Anomaly Detection
 - 1.6.2. Customer Experience Optimization
 - 1.6.3. Impact Analysis and Attribution
- 1.7. Risk and Opportunity Analysis in Marketing Strategies
 - 1.7.1. Predictive Analysis in Market Trends
 - 1.7.2. Evaluation of Competence
 - 1.7.3. Reputational Risk Analysis



- 1.8. Sales and Product Demand Forecasting with ThoughtSpot
 - 1.8.1. Return on Investment (ROI) Optimization
 - 1.8.2. Compliance Risk Analysis
 - 1.8.3. Innovation Opportunities
- 1.9. Artificial Intelligence and Social Media Analytics with Brandwatch
 - 1.9.1. Market Niches and their Analysis with Artificial Intelligence
 - 1.9.2. Monitoring Emerging Trends
- 1.10. Sentiment and Emotion Analysis on Social Media with Clarabridge
 - 1.10.1. Identification of Influencers and Opinion Leaders
 - 1.10.2. Brand Reputation Monitoring and Crisis Detection

“

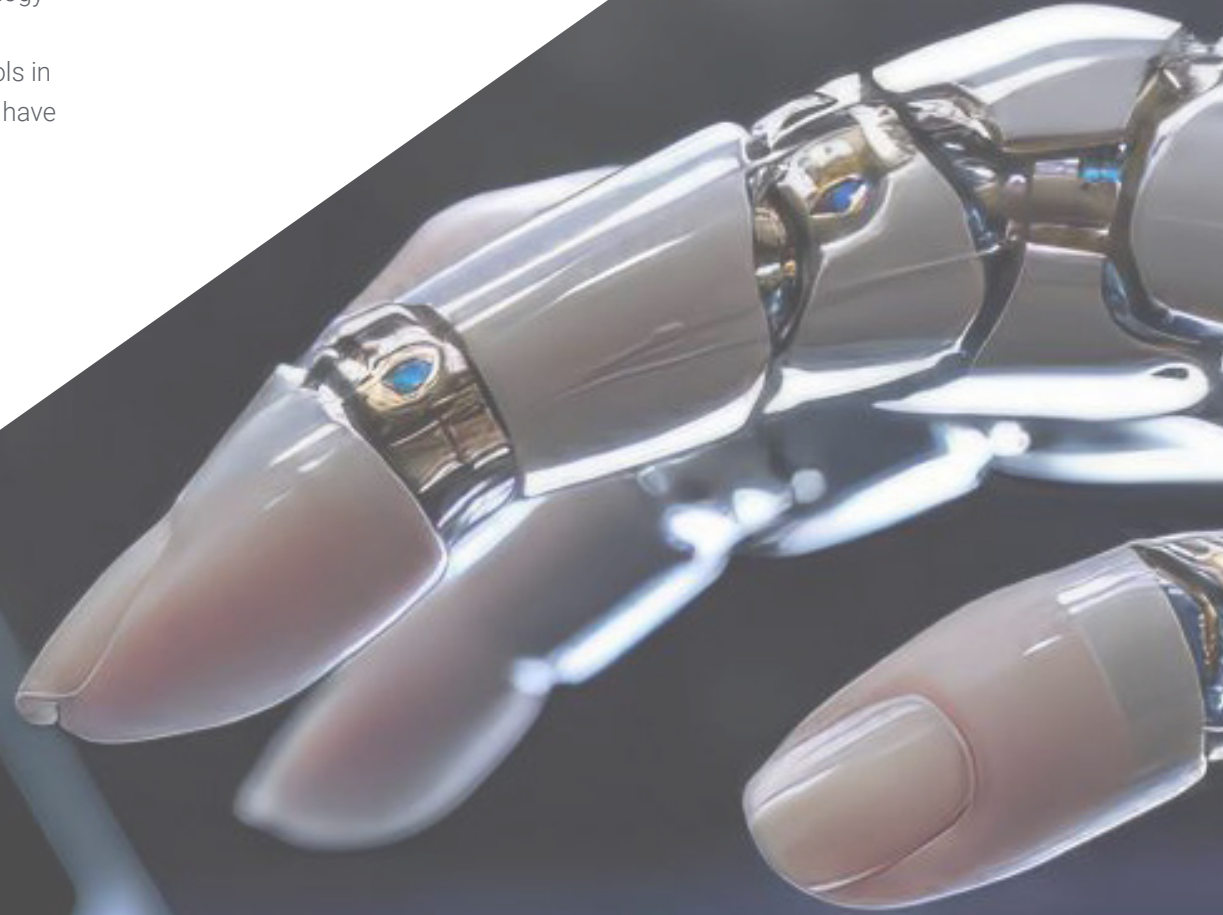
With a practical and results-oriented approach, this training will provide you with a solid foundation to meet the challenges of Digital Marketing in the age of Artificial Intelligence”

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.



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

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





“

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

This private qualification will allow you to obtain a **Postgraduate Certificate in Digital Marketing Data Analysis with Artificial Intelligence** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** private qualification is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Digital Marketing Data Analysis with Artificial Intelligence**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**





Postgraduate Certificate Digital Marketing Data Analysis with Artificial Intelligence

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Accreditation: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

Postgraduate Certificate Digital Marketing Data Analysis with Artificial Intelligence