Postgraduate Certificate
Digital Marketing and E-Commerce through Artificial Intelligence

tech *global university*

Postgraduate Certificate
Digital Marketing and
E-Commerce through
Artificial Intelligence

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

Website: **www.techtitute.com/us/artificial-intelligence/postgraduate-certificate/digital-marketing-e-commerce-artificial-intelligence**

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01
Introduction

The relationship between Digital Marketing and E-Commerce, enhanced by Artificial Intelligence, has resulted in a synergy that has transformed the way companies connect with their customers. As such, the application of intelligent algorithms and predictive analytics in Digital Marketing allows for unprecedented personalization in advertising strategies, segmenting audiences precisely and delivering relevant content. In addition, AI optimizes the user experience in E-Commerce, through personalized recommendations, efficient chatbots and more intuitive purchasing processes. In this context, this TECH program, fully virtual and adaptable to different schedules, stands on the innovative methodology of Relearning, promoting a deep understanding of the topics covered.

Thanks to this 100% online Postgraduate Certificate, you will be able to anticipate customer needs, improve your operational efficiency and offer highly personalized shopping experiences. Enroll now!"

Digital Marketing and E-Commerce, powered by Artificial Intelligence, offer a revolutionary synergy in the modern business world. Indeed, Artificial Intelligence enables precise personalization and segmentation of Marketing messages, resulting in more effective and relevant campaigns for consumers. Moreover, in the field of E-Commerce, AI algorithms can analyze buying behavior patterns, to predict future preferences and recommend products in an intelligent way.

This is how this Postgraduate Certificate was created, which will provide a deep dive into the most advanced tools and techniques to enhance business strategies in the digital world. With a focus on personalization and recommendations, professionals will deepen their understanding of the implementation of Adobe Sensei to analyze data and tailor content in an individualized way, thus improving the relevance and effectiveness of marketing and e-commerce campaigns.

Likewise, the automation of strategic processes will be addressed through Optimizely, allowing students to optimize the performance of campaigns by making informed and agile decisions. This tool will facilitate the identification of opportunities for improvement and adjustment in real time, resulting in greater efficiency and stronger results in the digital realm.

Finally, students will explore the analysis of feelings and emotions in Marketing content, using platforms such as Hub Spot. This will enable them to adapt strategies based on the emotional responses of the audience, improving the connection with customers and increasing the effectiveness of campaigns.

In this way, this 100% online university program will offer graduates the flexibility to study from anywhere and whenever it is convenient for them. With just an electronic device and an Internet connection, they will have access to all the materials and resources needed to complete this program. In addition, it is based on the Relearning methodology, which consists of the repetition of key concepts for a better understanding and assimilation of the content.

This **Postgraduate Certificate in Digital Marketing and E-Commerce through 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 and E-Commerce through 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

The use of Artificial Intelligence will allow you to optimize the efficiency and profitability of marketing and sales strategies, as well as foster greater customer satisfaction and brand loyalty"

Get ready to lead in an ever-evolving digital environment, where Artificial Intelligence and personalization are critical to business success. All this, through the most innovative multimedia resources!

" *You will implement content personalization and recommendations through Adobe Sensei, analyzing how this advanced technology can elevate your Digital Marketing and eCommerce strategies"*

You will analyze customer feelings and emotions with Hub Spot, adjusting your strategies dynamically to improve the emotional connection with your audience. What are you waiting for to enroll?

The program's teaching staff includes professionals from the sector who contribute their work experience to this specializing 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.

02
Objectives

This Postgraduate Certificate primarily aims to equip professionals with the skills and knowledge necessary to successfully navigate today's digital landscape. From understanding the fundamentals of Online Marketing, to mastering the latest AI-driven tools, the program will provide a comprehensive understanding of how to leverage technology to achieve business goals. In addition, you will cultivate skills to develop innovative strategies, which utilize personalization, automation and data analytics to maximize the impact of Marketing campaigns and online business operations.

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You will master industry-leading tools, such as Adobe Sensei, Optimizely, Hub Spot, Evergage, Segment and Autopilot, to help you address current and future challenges in the digital realm"

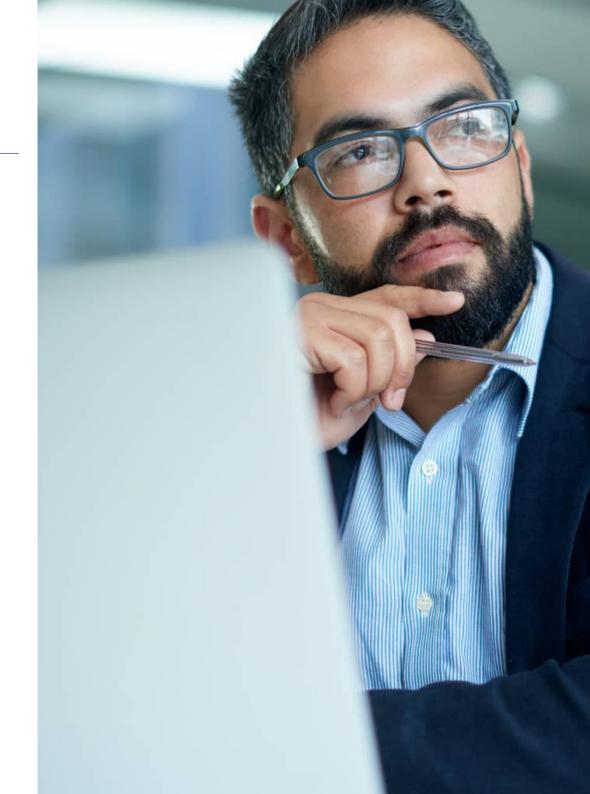## General Objectives

- 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
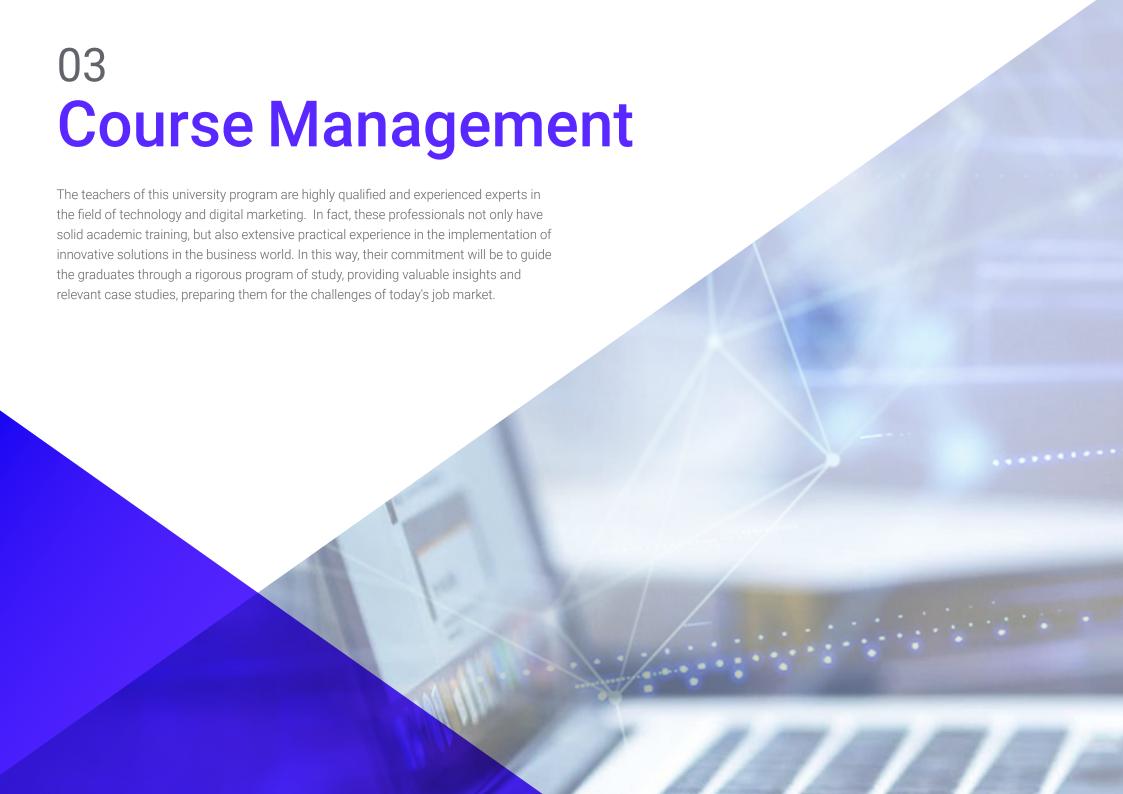
Specific Objectives

- Analyze how to implement content personalization and recommendations using Adobe Sensei in Digital Marketing and eCommerce strategies

- Automate strategic decision-making processes with Optimizely to optimize the performance of Digital Marketing campaigns

- Analyze sentiment and emotions in marketing content using Hub Spot to adapt strategies and improve effectiveness

- Identify content and distribution opportunities using Evergage to improve the effectiveness of Inbound Marketing strategies

- Automate workflows and lead tracking with Segment to improve operational efficiency and effectiveness of marketing strategies

- Personalize user experiences based on the buying cycle using Autopilot to improve customer retention and loyalty

Achieve your goals! You will use Artificial Intelligence to improve market segmentation, customer experience and the profitability of commercial operations in digital environments"

03
Course Management

The teachers of this university program are highly qualified and experienced experts in the field of technology and digital marketing. In fact, these professionals not only have solid academic training, but also extensive practical experience in the implementation of innovative solutions in the business world. In this way, their commitment will be to guide the graduates through a rigorous program of study, providing valuable insights and relevant case studies, preparing them for the challenges of today's job market.

The faculty of this Postgraduate Certificate has been carefully selected for their deep knowledge in key areas such as data analytics, Digital Marketing strategies and E-Commerce"

Management

Dr. Peralta Martín-Palomino, Arturo

- CEO and CTO at Prometeus 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 from 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.
- Coordinator of Extracurricular Activities Centers
  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

The syllabus is composed of a comprehensive approach, combining the fundamental principles of Digital Marketing with the latest Artificial Intelligence technologies. Therefore, the contents of this Postgraduate Certificate will cover a wide range of topics, from data analysis to business process automation. In addition, it will delve into the use of AI tools, such as Adobe Sensei, Optimizely and Hub Spot, to personalize content, optimize campaigns and improve the customer experience. In short, participants will be equipped with the skills and knowledge needed to excel in an increasingly competitive digital environment.

You will gain a comprehensive and practical understanding of the tools and strategies essential to succeed in the dynamic world of Digital Marketing and eCommerce using Artificial Intelligence"

Module 1. Artificial Intelligence Applications in Digital Marketing and E-Commerce

1.1.   Artificial Intelligence in Digital Marketing and E-Commerce

    1.1.1.   Content Personalization and Recommendations with Adobe Sensei

    1.1.2.   Audience Segmentation and Market Analysis

    1.1.3.   Predicting Trends and Buying Behavior

1.2.   Digital Strategy with Optimizely

    1.2.1.   Incorporation of AI in Strategic Planning

    1.2.2.   Process Automation

    1.2.3.   Strategic Decisions

1.3.   Continuous Adaptation to Changes in the Digital Environment

    1.3.1.   Strategy for the Management of Change

    1.3.2.   Adaptation of Marketing Strategies

    1.3.3.   Innovation

1.4.   Content Marketing and Artificial Intelligence with Hub Spot

    1.4.1.   Content Personalization

    1.4.2.   Title and Description Optimization

    1.4.3.   Advanced Audience Segmentation

    1.4.4.   Sentiment Analysis

    1.4.5.   Content Marketing Automation

1.5.   Automatic Content Generation

    1.5.1.   Content Optimization for SEO

    1.5.2.   Engagement

    1.5.3.   Analysis of Feelings and Emotions in the Content

1.6.   AI in Inbound Marketing Strategies with Evergage

    1.6.1.   Growth Strategies based on Artificial Intelligence

    1.6.2.   Identifying Content and Distribution Opportunities

    1.6.3.   Use of Artificial Intelligence in the Identification of Business Opportunities

1.7.   Automation of Workflows and Lead Tracking with Segment

    1.7.1.   Data Collection

    1.7.2.   Lead Segmentation and Lead Scoring

    1.7.3.   Multichannel Follow-up

    1.7.4.   Analysis and Optimization

You will identify content and distribution opportunities using technologies such as Evergage, as well as automating workflows and lead tracking with Segment"

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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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.

30%

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.
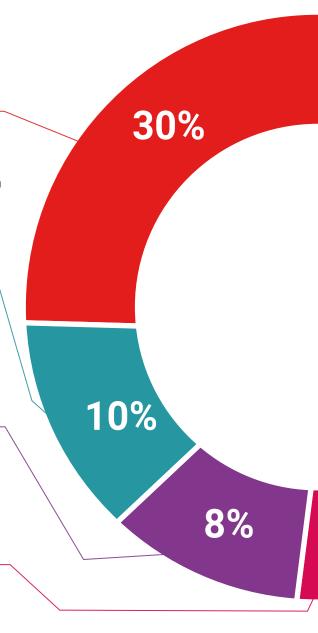
10%

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.

8%

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.

20%

25%

4%

3%

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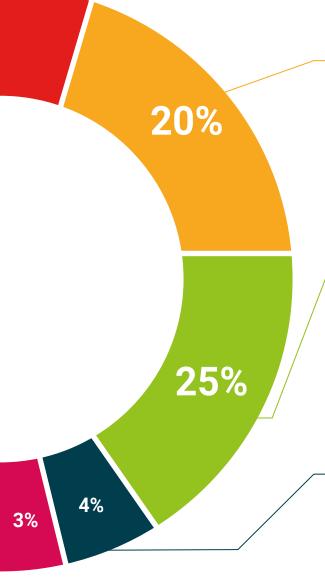
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".

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 and E-Commerce through 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 and E-Commerce through 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 and E-Commerce through Artificial Intelligence**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**

tech global university

Mr./Ms. _____, with identification document _____
has successfully passed and obtained the title of:

Postgraduate Certificate in Digital Marketing and E-Commerce through Artificial Intelligence

This is a private qualification of 180 hours of duration equivalent to 6 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

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

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