Postgraduate Certificate
Digital Marketing Strategies using Artificial Intelligence

tech technological university

Postgraduate Certificate
Digital Marketing Strategies using Artificial Intelligence

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

Website: **www.techtitute.com/pk/artificial-intelligence/postgraduate-certificate/digital-marketing-strategies-artificial-intelligence**

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01
Introduction

In the world of Digital Marketing, the combined use of Big Data and Artificial Intelligence (AI) brings multiple benefits in institutions by optimizing strategies and business decision-making. Through these resources, professionals manage predictive analysis of future results. One example of this is that they anticipate consumer attitudes to develop both products and services tailored to their preferences. Thanks to this, specialists offer more satisfying experiences that serve to establish lasting ties with customers. Given this, TECH creates a pioneering university program that will allow organizations to improve their relationships with users through predictive analysis. It should be noted that it is taught 100% digital.

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You will delve into the future trends of Machine Learning to offer the most creative services thanks to this 100% online Postgraduate Certificate"

Applying AI to social media has a significant impact, given its ability to effectively target audiences and deliver targeted advertising. It is also useful for optimizing advertising campaigns: communicators identify which marketing strategies work best, adjusting them correctly to maximize the return on investment. In this line, Machine Learning analyzes large volumes of data in real time to discover emerging trends in social media. This information helps companies both make informed decisions and adapt to the changing demands of the advertising market.

In this context, TECH launches an innovative Postgraduate Certificate that will address in detail how to use AI to develop optimal Digital Marketing strategies. Designed by specialists in the field, the academic itinerary will delve into the process of generating content in a personalized way. In turn, the syllabus will analyze multiple ways aimed at customizing the user experience on web platforms and social media. This will allow graduates to make personalized recommendations, adapt user interfaces and dynamically segment audiences. On the other hand, the syllabus will highlight the resource of Email Marketing, since it allows to produce attractive content at the same time as individualized according to the interests of the population.

In addition, the advanced methodology of TECH and the educational and professional quality of teachers, students will be accompanied at all times during the program. In addition, the 100% online nature of the program has to be added, which greatly facilitates the study work for experts. There are no classes or face-to-face attendance, but it is the students themselves who can download all the theoretical content from day one and adjust it to their pace of life or personal responsibilities.

The **Postgraduate Certificate in Digital Marketing Strategies 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

Looking to employ the most effective tools for SEO positioning? Optimize keywords with this innovative university program"

You will offer the audience highly proactive interactions on social media thanks to the use of Artificial Intelligence.

You will use Big Data systems to analyze user sentiment and behavior, to design products that suit their needs"

The Relearning methodology used in this Postgraduate Certificate will get you to learn autonomously and progressively. At your own speed!.

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.

02
Objectives

After completing this program, graduates will skillfully employ Machine Learning systems to implement the most advanced strategies in Digital Marketing. Experts will also personalize users' digital experiences on websites and social media. They will also implement resources such as Chatbots and Virtual Assistants to give a quick answer to your questions. Thanks to this, professionals will improve relationships with consumers and achieve loyalty with brands for life. In turn, both their knowledge and skills will allow them to overcome the obstacles that arise during the exercise of their profession.

You will broaden your understanding through innovative multimedia teaching formats that will optimize your updating process"

General Objectives

- 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

- Perform Digital Marketing transformation processes with AI
- Control the most advanced tools of Machine Learning for customer communication
- Personalize users' experiences on websites and social media
- Develop chatbots and virtual assistants in Digital Marketing

Take the opportunity to learn about the latest advances in this field in order to apply it to your daily practice"

03
Course Management

The teaching staff that composes this Postgraduate Certificate is formed by innovative minds and leaders in AI in various fields, among which Digital Marketing Strategies stand out. These professionals are characterized by their disruptive potential, employing in their procedures the most cutting-edge technological tools in the market. In turn, their passion for this subject impels them to share their knowledge through Teaching. They pass on their knowledge to students while helping them gain skills to excel in a booming industry. Graduates will be qualified to successfully overcome any challenges that arise during their practice.

A knowledgeable teaching team will guide you throughout the learning process and solve any doubts that may arise"

Management

Dr. Peralta Martín-Palomino, Arturo

- CEO and CTO at Prometeus 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. 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

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

Structure and Content

This program will provide students with a holistic view of the application of AI in Digital Marketing Strategies. Therefore, the syllabus will analyze the most advanced tools for specialists to communicate effectively with consumers, including through social media. In line with this, the syllabus will delve into aspects such as sentiment analysis, social trend detection and automated content generation. The teaching materials will also provide the keys to delve into the feebacks of the public, helping graduates to personalize their experiences by optimizing the various web spaces.

"
A university program that will give you a multitude of practical cases to develop your study as if you were facing real cases"

Module 1. Artificial Intelligence in Digital Marketing Strategies

TECH is a state-of-the-art technology university, which puts all its resources at the students' fingertips to achieve business success. Join us now!"

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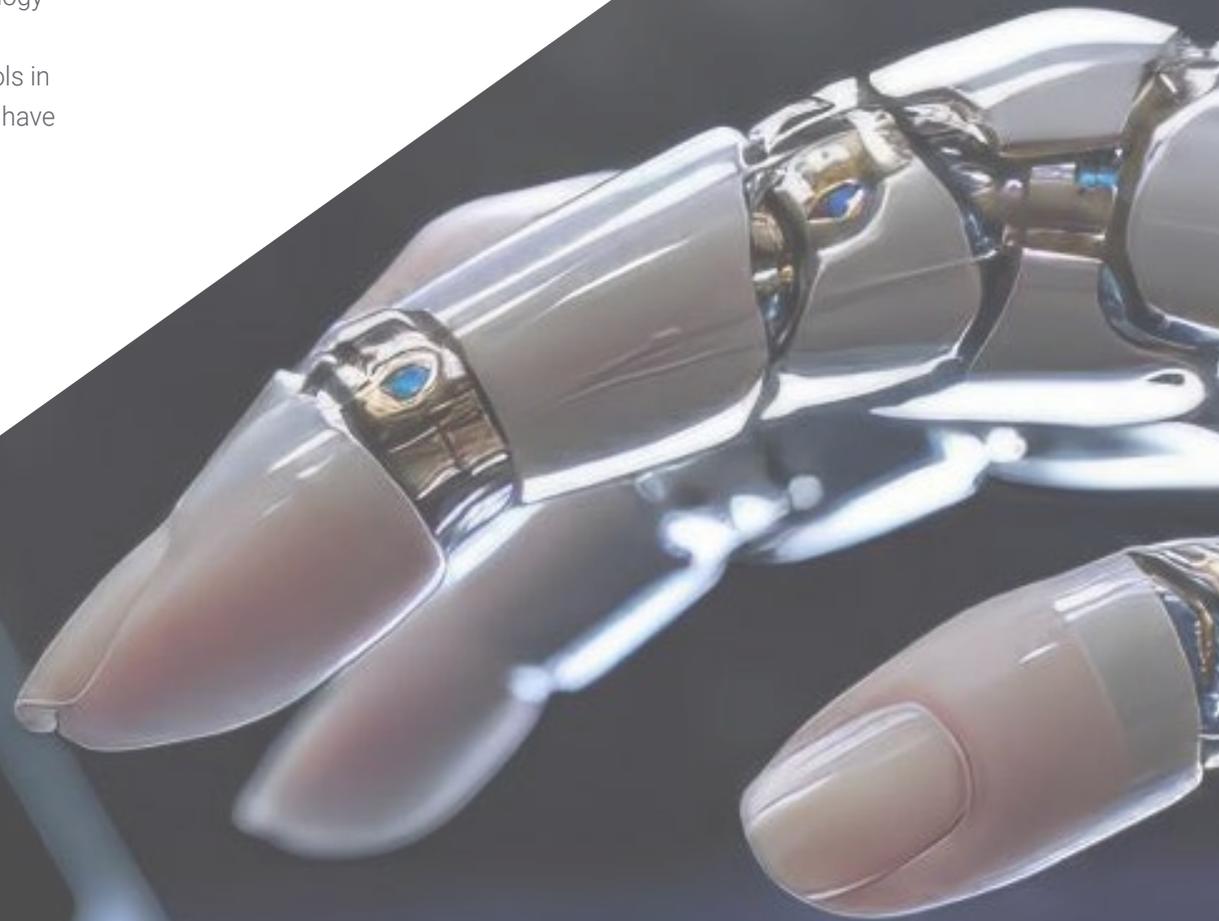
"Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

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.

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.

30%

10%

8%

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 Strategies 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.

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

The **Postgraduate Certificate in Digital Marketing Strategies 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 Digital Marketing Strategies using Artificial Intelligence**

Official Nº of Hours: **150 h.**

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Awards the following
CERTIFICATE
to
Mr./Ms. _____, with identification number _____.
For having passed and accredited the following program

POSTGRADUATE CERTIFICATE
in
Digital Marketing Strategies using Artificial Intelligence

This is a qualification awarded by this University, equivalent to 150 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

*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.

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