Postgraduate Diploma

Communication and Business Relationship Management using Artificial Intelligence

tech global university

Postgraduate Diploma
Communication and Business Relationship Management using Artificial Intelligence

» Modality: **online**
» Duration: **6 months**
» Certificate: **TECH Global University**
» Accreditation: **18 ECTS**
» Schedule: **at your own pace**
» Exams: **online**

Website: www.techtitute.com/us/artificial-intelligence/postgraduate-diploma/postgraduate-diploma-communication-business-relationship-management-using-artificial-intelligence

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01
Introduction

Marketing Automation with Artificial Intelligence (AI) is a fundamental aspect for companies in the communications sector for several reasons. Among them, it makes it possible to handle repetitive tasks such as sending follow-up emails, scheduling social media posts or evaluating results. This allows professionals to have more time to concentrate on strategic tasks. Related to this, TECH's proprietary tools can automatically adjust advertising strategies in real time, which maximizes ROI (including bid optimization, budgeting and ad targeting). For this reason, TECH is launching an online program that will delve into Process Optimization through AI.

Personalize the Sales Offer through 540 hours of the best digital teaching"

In a business context marked by competitiveness, institutions seek to analyze conversations and trends to know consumers in detail. For this reason, Machine Learning systems have gained special prominence. This is due to their application for monitoring brands, tracking mentions of firms on social networks to assess the public's perception of their products or services. Specialists can develop comprehensive strategies to maintain a positive image of organizations and address any problems that arise in a timely manner.

Given this reality, TECH develops a pioneering program that will delve into the analysis of communicative data for strategic decision-making. The syllabus will provide students with the latest systems for identifying and evaluating user emotions. In addition, the syllabus will emphasize the location of Big Data to analyze communications. In line with this, the didactic contents will address the automatic resolution of problems through instruments such as Chatbots. The program will also encourage graduates to make improvements in the digital experiences of users, in order to retain them. In addition, training will focus on automated monitoring of competitors and predictive competitive surveillance.

Relearning's pedagogical methodology, together with multimedia resources, allow students to access the teaching material 24 hours a day, 7 days a week, and flexibly. This degree is delivered 100% online, which means students can learn at their own pace and according to their schedule. In addition, the outstanding teachers are experts in Artificial Intelligence in Communication and have extensive work and research experience. This Postgraduate Diploma is a unique opportunity for marketing professionals to improve their skills. With an innovative format and updated content, TECH offers rigorous and high quality teaching.

This **Postgraduate Diploma in Communication and Business Relationship Management 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 practical contents with which it is conceived provide complete and practical information on those disciplines that are essential for professional practice

- Practical exercises where self-assessment can be used 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

You will be able to predict trends in the market to develop innovative products that differentiate you from the competition"

You'll conduct the most advanced Predictive Analytics to verify the performance of your ads.

"Create interactive dashboards to view data and metrics dynamically in one place"

Thanks to the revolutionary Relearning methodology, you will integrate all the knowledge in an optimal way to successfully achieve the results you are looking for.

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.

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Objectives

After completing this program, graduates will master emerging AI technologies to analyze Communication and Marketing data. This will allow them to develop automation processes to optimize the various advertising campaigns. In addition, they will take advantage of the opinions that customers pour into social networks to analyze both their behaviors and feelings. As a result, experts will predict consumer needs and develop products that respond to these factors. To enrich the user experience, they will implement Virtual Assistants during sales processes to proactively resolve their various doubts.

"
A teaching without fixed schedules and with a syllabus available from the first day. Set your own learning pace!"

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

Enjoy the most up-to-date educational content available in innovative multimedia formats to optimize your studies"
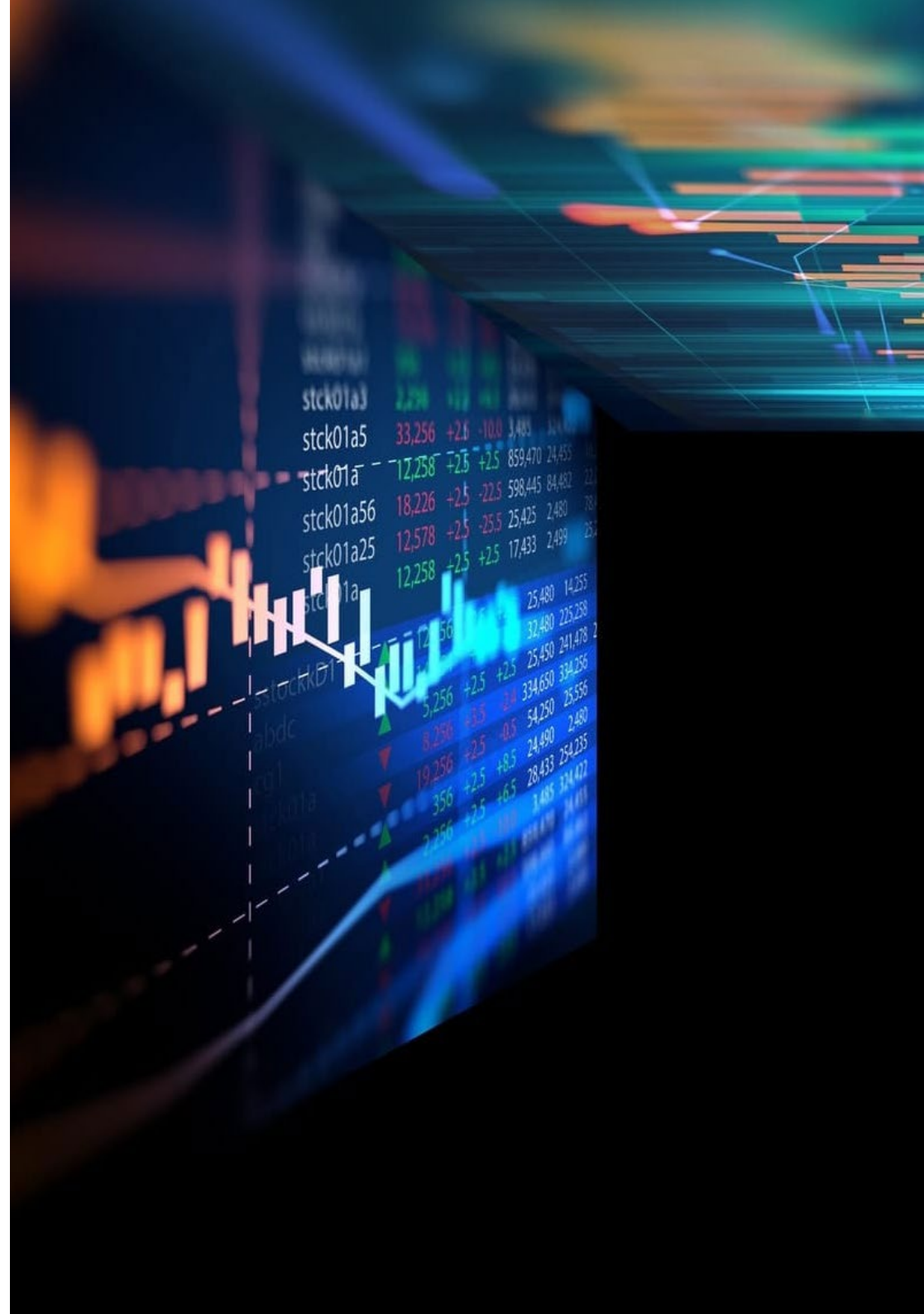
Specific Objectives

Module 1. Automation and Optimization of Marketing Processes with AI
- Develop Marketing Automation Processes with AI
- Optimize Advertising Campaigns through Machine Learning
- Optimize advertising campaigns through Machine Learning
- Analyze sentiment with AI on social media, leveraging customer feedback

Module 2. Analysis of Communication and Marketing Data for Decision Making
- 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

Module 3. Sales and Leads Generation with Artificial Intelligence
- Nurture Leads generation tools and procedures with AI
- Implement Virtual Assistants in Sales Processes
- Predict consumer needs through Machine Learning
- Learn about the main innovations and predictions in the sales field

03
Course Management

For the design and delivery of this program, TECH has brought together a team of professionals specialized in Communication and Business Relationship Management using AI. In addition to having a long career, these experts remain active and offer their respective companies the most innovative digital solutions. In their commitment to excellence in their procedures, these specialists update their knowledge frequently, thus staying at the forefront of Machine Learning. Students will be able to access high-level teaching materials and acquire new skills to enrich their different work processes.

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"*You will have the support of a teaching staff formed by distinguished professionals of Artificial Intelligence in Communication*"

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
- 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
- Máster 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

Mr. Sánchez Mansilla, Rodrigo

- Digital Advisor at AI Shephers 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*
- Master's Degree in Digital Marketing (MDM) by The Power Business School
- Bachelor's Degree in Business Administration (BBA) from the University of Buenos Aires

Professors

Ms. Parreño Rodríguez, Adelaida

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

Ms. González Risco, Verónica

- 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
- Diploma in Business Studies from the University of Almería

04
Structure and Content

This Postgraduate Diploma will focus on Automation and Optimization of Marketing Processes with AI. Consisting of 3 modules, the syllabus will address both data integration and platforms using Machine Learning strategies. In this way, graduates can improve their advertising campaigns, personalizing them according to audiences. In addition, the materials will provide tools for the analysis of large volumes of data. The program will also emphasize the application of AI during sales, using techniques to generate Leads. Graduates will be able to make predictions about customers' needs to develop products that respond to them.
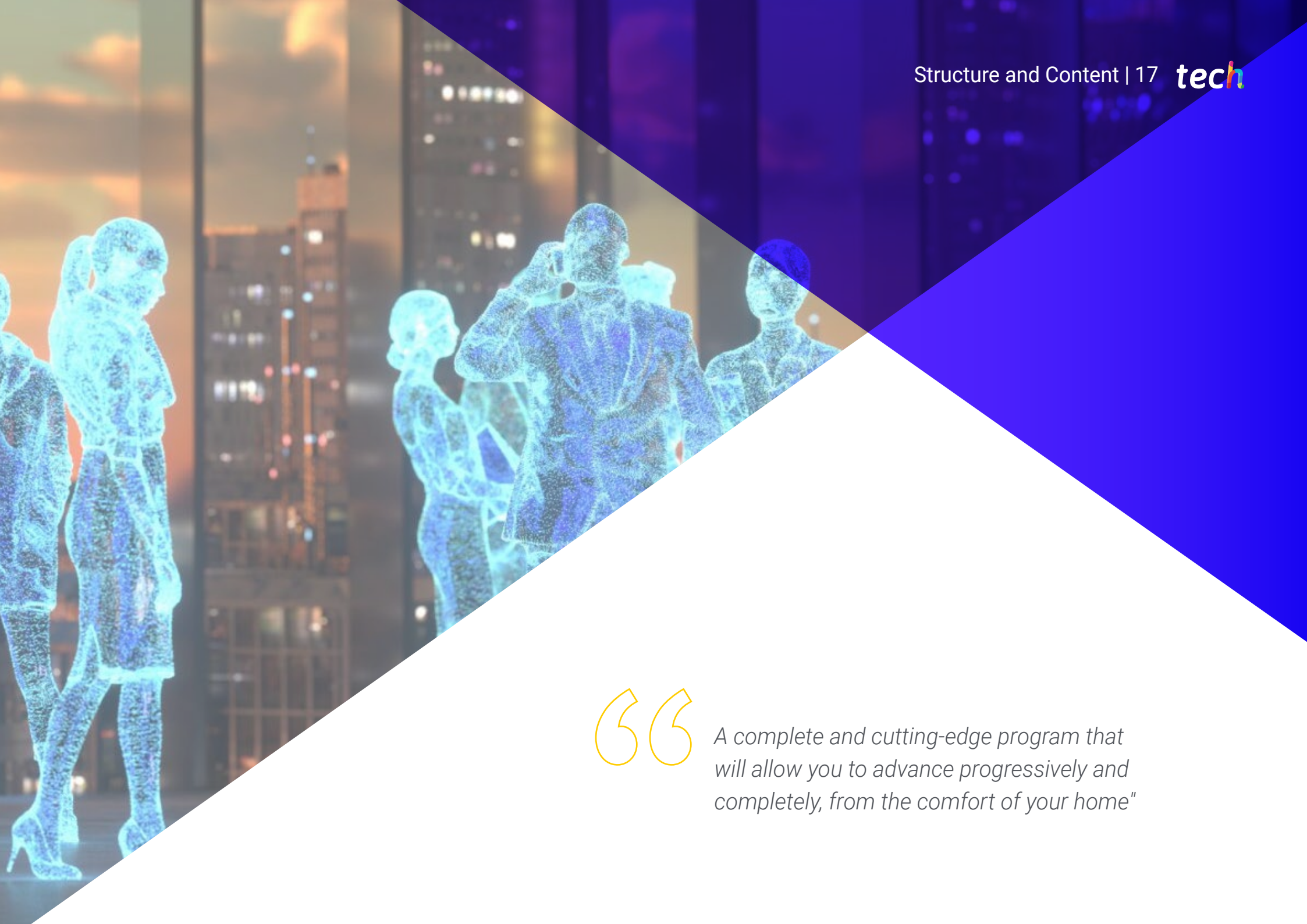
A complete and cutting-edge program that will allow you to advance progressively and completely, from the comfort of your home"

Module 1. Automation and Optimization of Marketing Processes with AI

1.1.   Marketing Automation with AI using Hubspot
    1.1.1.   Audience Segmentation Based on AI
    1.1.2.   Workflow Automation
    1.1.3.   Continuous Optimization of Online Campaigns

1.2.   Integration of Data and Platforms in Automated Marketing Strategies
    1.2.1.   Analysis and Unification of Multichannel Data
    1.2.2.   Interconnection between Different Marketing Platforms
    1.2.3.   Real-Time Data Updating

1.3.   Optimization of Advertising Campaigns with AI through Google Ads
    1.3.1.   Predictive Analysis of Advertising Performance
    1.3.2.   Automatic Advertisement Personalization According to Target Audience
    1.3.3.   Automatic Budget Adjustment Based on Results

1.4.   Audience Personalization with AI
    1.4.1.   Content Segmentation and Personalization
    1.4.2.   Personalized Content Recommendations
    1.4.3.   Automatic Identification of Audiences or Homogeneous Groups

1.5.   Automation of Responses to Customers through AI
    1.5.1.   Chatbots and Machine Learning
    1.5.2.   Automatic Response Generation
    1.5.3.   Automatic Problem Solving

1.6.   AI in Email Marketing for Automation and Personalization
    1.6.1.   Automation of Email Sequences
    1.6.2.   Dynamic Customization of Content According to Preferences
    1.6.3.   Intelligent Segmentation of Mailing Lists

1.7.   Social Media Sentiment Analysis with AI and Customer Feedback through Lexalytics
    1.7.1.   Automatic Sentiment Monitoring in Comments
    1.7.2.   Personalized Responses to Emotions
    1.7.3.   Predictive Reputation Analysis

1.8.   Price and Promotions Optimization with AI through Vendavo
    1.8.1.   Automatic Price Adjustment Based on Predictive Analysis
    1.8.2.   Automatic Generation of Offers Adapted to User Behavior
    1.8.3.   Real-Time Competitive and Price Analysis

Module 2. Analysis of Communication and Marketing Data for Decision Making

Module 3. Sales and Lead Generation with Artificial Intelligence

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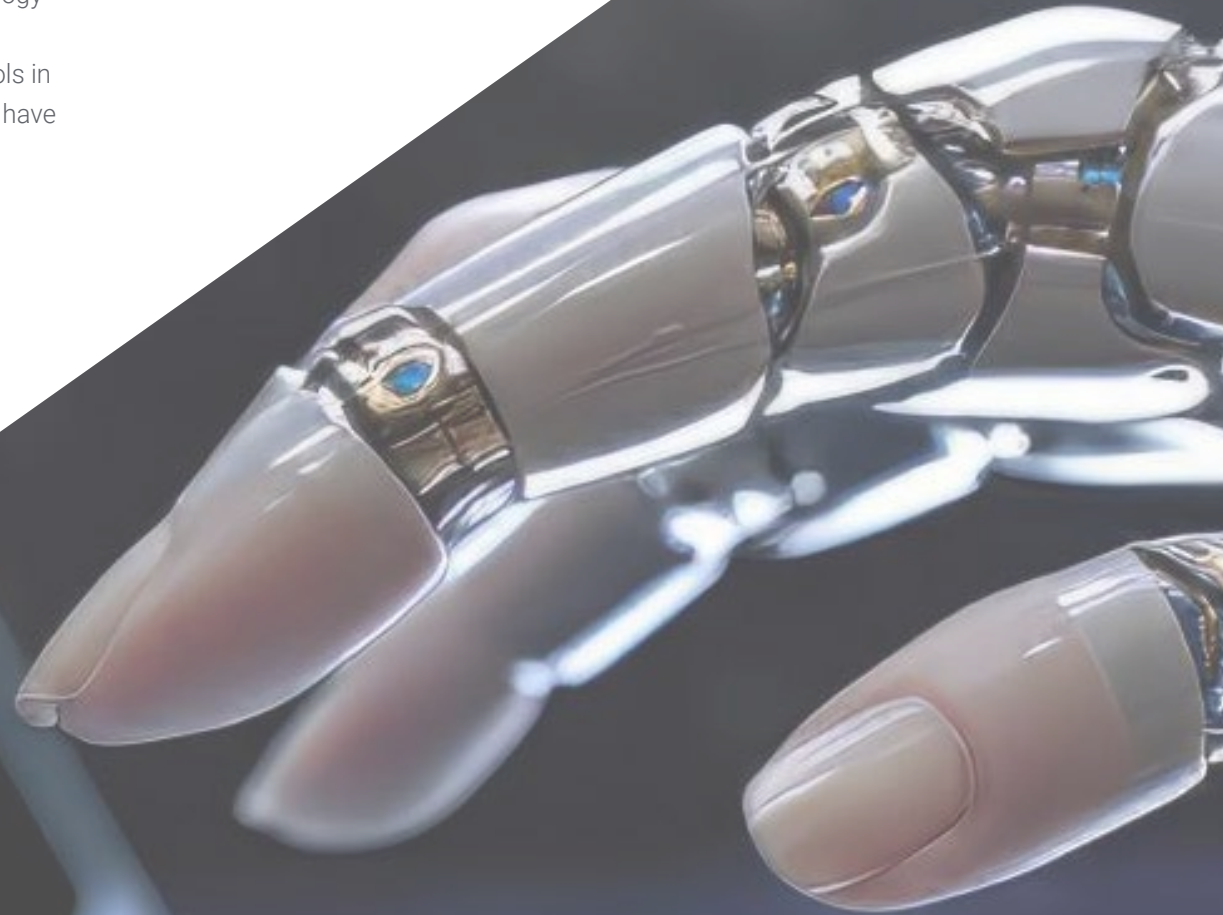
" *Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

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 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.

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

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 R*elearning*.

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.

Certificate

This Postgraduate Diploma in Communication and Business Relationship Management using Artificial Intelligence guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma 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 Diploma in Communication and Business Relationship Management using 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 Diploma in Communication and Business Relationship Management using Artificial Intelligence**

Modality: **online**

Duration: **6 months**

Accreditation: **18 ECTS**

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

Postgraduate Diploma in Communication and Business Relationship Management using Artificial Intelligence

This is a private qualification of 540 hours of duration equivalent to 18 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

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*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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