Postgraduate Diploma

Digital Marketing and E-Commerce Automation with Artificial Intelligence

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Postgraduate Diploma
Digital Marketing and E-Commerce Automation with 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-digital-marketing-e-commerce-automation-artificial-intelligence

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01

Introduction

Digital Marketing and E-Commerce Automation, through Artificial Intelligence, offer significant benefits for companies. These technologies allow a more precise segmentation of the target audience, the personalization of content and messages, and a continuous optimization of marketing strategies in real time.

In addition, eCommerce automation with AI facilitates efficient inventory management, prediction of buying trends and improved customer experience, through personalized recommendations. This is how TECH's innovative curriculum was created, a totally virtual training, adaptable to the needs of the students. In addition, the program is built on the revolutionary Relearning methodology.

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Thanks to Digital Marketing and E-Commerce Automation with AI, you will boost your company's efficiency and sustainable growth. All through didactic materials at the forefront of technology and educational vanguard!"

Digital Marketing and eCommerce Automation, backed by Artificial Intelligence, offer a synergy that drives business success. In fact, eCommerce automation streamlines key processes, from inventory management to customer service, optimizing operational efficiency. In addition, AI powers advanced data analytics, offering valuable insights into consumer behavior and market trends.

For this reason, TECH has developed this Postgraduate Diploma, a comprehensive program that covers the latest advances in technology to enhance effective digital strategies. In this way, graduates will delve into AI applications, learning to implement content personalization and recommendations using tools such as Adobe Sensei and Optimizely, to automate strategic decision-making processes. Sentiment and emotion analysis in content marketing with HubSpot will also be explored.

Likewise, students will learn how to personalize the user experience according to their behavior and preferences. In addition, navigation and usability of the website will be optimized through predictive analysis of user behavior and process automation. They will also explore strategies to implement personalized offers, product recommendations and customer satisfaction tracking.

Finally, participants will be able to integrate AI into the conversion funnel, implementing chatbots and virtual assistants for 24/7 customer service. Finally, future trends of Artificial Intelligence in Marketing and E-Commerce will be addressed with REkko, providing a comprehensive understanding and practical skills to lead innovative strategies in the current landscape.

In this way, this program will offer the graduate the freedom to adapt it to their convenience, allowing them to study anywhere, anytime. With just one device connected to the network, you will have full access to all study materials. Likewise, this approach is supported by the Relearning methodology, consisting of the repetition of fundamental concepts to ensure a deep understanding of the content.

This **Postgraduate Diploma in Digital Marketing E-Commerce Automation 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 and E-Commerce Automation 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 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

Digital Marketing, E-Commerce Automation and Artificial Intelligence will allow you to perform precise audience targeting, content personalization and more effective advertising strategies"

" Through the extensive library of innovative multimedia resources, you will be able to detect and prevent fraud in transactions with the Sift tool, with all the quality guarantees of TECH"

This 100% online Postgraduate Diploma will provide you with the skills and knowledge necessary to excel in a constantly evolving digital environment.

You will implement content personalization and recommendations, using Adobe Sensei, and automate strategic processes with Optimizely, to optimize campaign performance.

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

Through a practical and results-oriented approach, this university program will train professionals to take full advantage of the potential of Artificial Intelligence in the optimization of Marketing campaigns, the personalization of the user experience and the automation of processes in E-Commerce.
As such, the objectives will include the acquisition of specialized knowledge in market-leading tools and platforms, the development of analytical skills for informed decision making, and the understanding of ethical and responsible principles in the use of AI in the digital environment.

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" You will acquire specific skills in the implementation technologies such as chatbots, predictive analytics and automation platforms. What are you waiting for to enroll?"

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

You will understand the ethical and responsible principles in the use of Artificial Intelligence, ensuring the protection of privacy and security of user data"

Specific Objectives

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

- 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

Module 2. Artificial Intelligence and User Experience in Digital Marketing

- Personalize user experience based on user behavior and preferences using Artificial Intelligence

- Optimize website navigation and usability using Artificial Intelligence, including predictive analytics of user behavior and process automation

- Implement personalized offers and product recommendations, automating tracking and retargeting, as well as customer service optimization

- Track and predict customer satisfaction using sentiment analysis with AI tools and tracking of key metrics

- Develop and train chatbots for customer service with Itercom, automating satisfaction surveys and questionnaires, as well as integrating real-time feedback

- Automating responses to frequent queries with Chatfuel, including competitive analysis and AI query/response generation

Module 3. Artificial Intelligence to Automate e-Commerce Processes

- Integrate Artificial Intelligence in the conversion funnel to analyze sales data and performance at all stages of the buying process

- Implement chatbots and virtual assistants for 24/7 customer service, using Artificial Intelligence to generate automatic responses and gather feedback

- Detect and prevent fraud in e-Commerce transactions with Sift, using AI to detect anomalies and verify identities

- Perform Artificial Intelligence analysis to detect suspicious behavior and fraudulent patterns in real-time

- Promote ethics and accountability in the use of Artificial Intelligence in e-Commerce, ensuring transparency in the collection and use of data

- Explore future trends of Artificial Intelligence in Marketing and E-Commerce with REkko

03
Course Management

The teachers of this Postgraduate Diploma come from diverse fields related to Digital Marketing, E-Commerce and Artificial Intelligence, bringing a unique combination of theoretical knowledge and practical industry experience. Indeed, these professionals are up-to-date with the latest trends and developments in their respective fields, and can effectively convey this knowledge to graduates, using innovative educational methodologies and relevant case studies.

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The teaching staff of this Postgraduate Diploma is fully committed to academic excellence! Their passion for teaching makes them an invaluable resource for your academic and professional success"

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

From advanced Digital Marketing strategies, to the efficient implementation of automation tools, supported by Artificial Intelligence, the program contents are designed to provide graduates with essential skills and knowledge. This will include the practical application of AI in content personalization, data analysis, automation of strategic decision making processes and improving customer experience. In addition, you will address fundamental aspects such as ethics and responsibility in the use of AI, ensuring a complete and balanced understanding of the implications in the digital domain.

You will delve into aspects such as fraud prevention, ethics in the use of data and the exploration of future trends in Marketing and eCommerce"

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

Module 2. Artificial Intelligence and User Experience in Digital Marketing

2.4.   Artificial Intelligence and Personalization of the Customer Experience with Zendesk Chat
    2.4.1.   Personalized Product Recommender
    2.4.2.   Personalized Content and Artificial Intelligence
    2.4.3.   Personalized communication
2.5.   Real-time Customer Profiling
    2.5.1.   Personalized Offers and Promotions
    2.5.2.   User Experience Optimization
    2.5.3.   Advanced Audience Segmentation
2.6.   Personalized Offers and Product Recommendations
    2.6.1.   Tracking and Retargeting Automation
    2.6.2.   Personalized Feedback and Surveys
    2.6.3.   Customer Service Optimization
2.7.   Customer Satisfaction Tracking and Forecasting
    2.7.1.   Sentiment Analysis with Artificial Intelligence Tools
    2.7.2.   Tracking of Key Customer Satisfaction Metrics
    2.7.3.   Feedback Analysis with Artificial Intelligence Tools
2.8.   Artificial Intelligence and Chatbots in Customer Service with Ada Support
    2.8.1.   Detection of Dissatisfied Customers
    2.8.2.   Predicting Customer Satisfaction
    2.8.3.   Personalization of Customer Service with Artificial Intelligence
2.9.   Development and Training of Chatbots for Customer Service with Itercom
    2.9.1.   Automation of Surveys and Satisfaction Questionnaires
    2.9.2.   Analysis of Customer Interaction with the Product/Service
    2.9.3.   Real-time Feedback Integration with Artificial Intelligence
2.10.   Automation of Responses to Frequent Inquiries with Chatfuel
    2.10.1.   Competitive Analysis
    2.10.2.   Feedbacks and Responses
    2.10.3.   Generation of Queries/Responses with Artificial Intelligence Tools

Module 3. Artificial Intelligence to Automate e-Commerce Processes

3.1.   E-Commerce Automation with Algolia
    3.1.1.   Customer Service Automation
    3.1.2.   Price Optimization
    3.1.3.   Personalization of Product Recommendations
3.2.   Automation of Purchasing and Inventory Management Processes with Shopify Flow
    3.2.1.   Inventory and Logistics Management
    3.2.2.   Fraud Detection and Fraud Prevention
    3.2.3.   Sentiment Analysis
3.3.   Integration of Artificial Intelligence in the Conversion Funnel
    3.3.1.   Sales and Performance Data Analysis
    3.3.2.   Data Analysis at the Awareness Stage
    3.3.3.   Data Analysis at the Conversion Stage
3.4.   Chatbots and Virtual Assistants for Customer Service
    3.4.1.   Artificial Intelligence and 24/7 Assistance
    3.4.2.   Feedbacks and Responses
    3.4.3.   Generation of Queries/Responses with Artificial Intelligence Tools
3.5.   Real-time Price Optimization and Product Recommender thanks to Artificial Intelligence with the Google Cloud AI Platform.
    3.5.1.   Competitive Price Analysis and Segmentation
    3.5.2.   Dynamic Price Optimization
    3.5.3.   Price Sensitivity Forecasting
3.6.   Fraud Detection and Prevention in e-Commerce Transactions with Sift
    3.6.1.   Anomaly Detection with the Help of Artificial Intelligence
    3.6.2.   Identity Verification
    3.6.3.   Real-time Monitoring with Artificial Intelligence
    3.6.4.   Implementation of Automated Rules and Policies

TECH content is designed to provide you with the tools and skills you need to lead successfully in an ever-evolving digital world"

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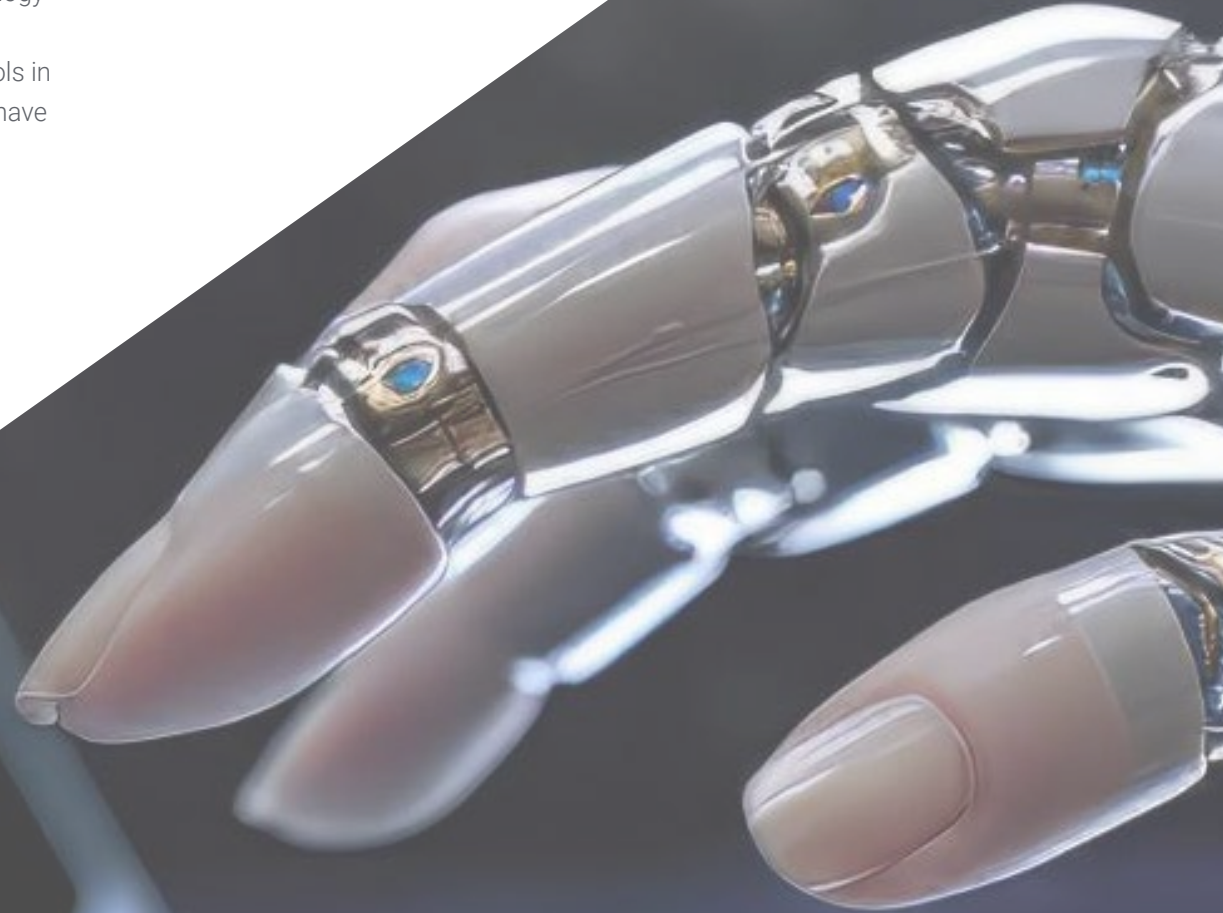
Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

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 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 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%
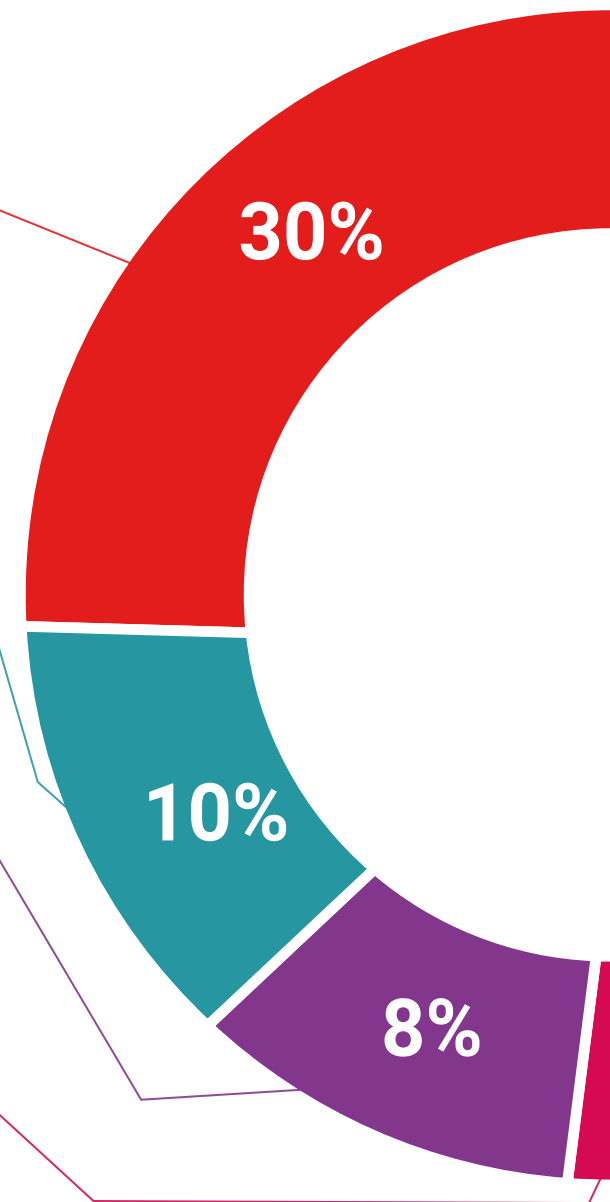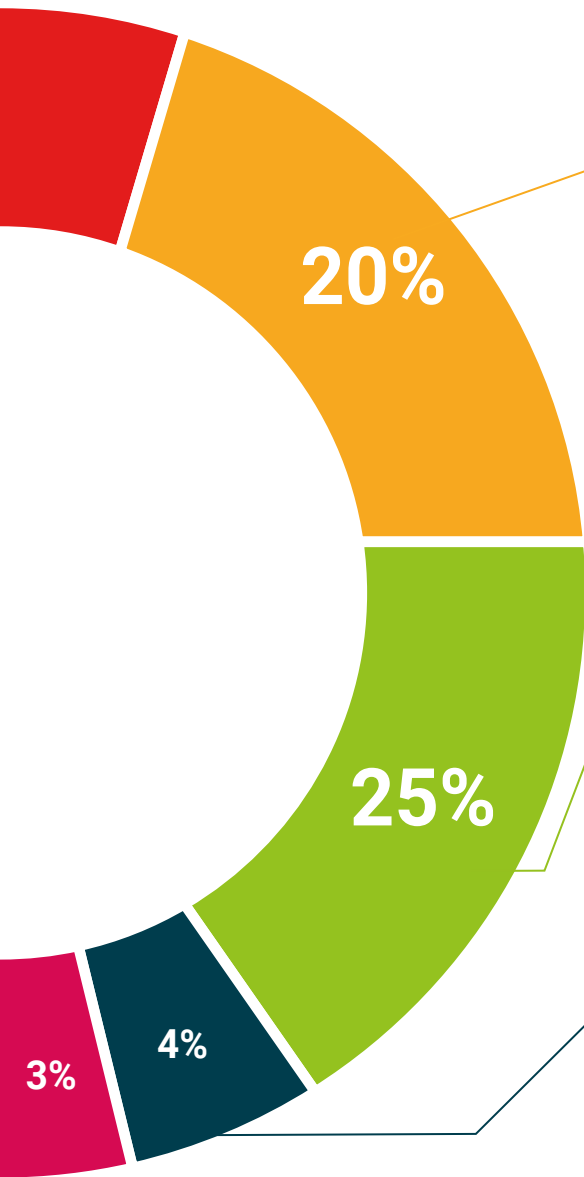
Case Studies

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 Diploma in Digital Marketing and E-Commerce Automation with 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 Digital Marketing and E-Commerce Automation 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 Diploma in Digital Marketing and E-Commerce Automation with 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 Digital Marketing and E-Commerce Automation with 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

*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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