

# Postgraduate Certificate

Application of Artificial Intelligence  
to Improve User Experience  
in Digital Marketing



## Postgraduate Certificate Application of Artificial Intelligence to Improve User Experience in Digital Marketing

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Accreditation: 6 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Target Group: University graduates who have previously completed any degree in the fields of Communication Sciences, Sociology, Information Technology, Psychology and Economics.

Website: [www.techtitute.com/us/school-of-business/postgraduate-certificate/application-artificial-intelligence-improve-user-experience-digital-marketing](http://www.techtitute.com/us/school-of-business/postgraduate-certificate/application-artificial-intelligence-improve-user-experience-digital-marketing)

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# 01 Welcome

The Application of Artificial Intelligence to Improve User Experience in Digital Marketing is of utmost importance in today's business landscape. Among the reasons, its ability to optimize advertising campaigns stands out. In this way, such a tool allows real-time analysis of data to automatically adjust segmentation, content and distribution channels. As a result, organizations improve their performance while maximizing ROI. In this context, TECH launches a program that will deepen the optimization of navigation and usability of websites through Artificial Intelligence. All in a convenient 100% online format, for greater flexibility on the part of students.



Postgraduate Certificate in Application of Artificial Intelligence to Improve User Experience in Digital Marketing  
TECH Global University



“

*Thanks to this Postgraduate Certificate, you will use Artificial Intelligence to automate repetitive or low value-added tasks such as sending emails.”*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class center for intensive managerial skills education.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*

## At TECH Global University



### Innovation

The university offers an online learning model that balances the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"*Microsoft Europe Success Story*", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**+100000**

executives prepared each year

**+200**

different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**+500**

collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.





TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Analysis

---

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

---

TECH offers students the best online learning methodology. The university combines the Relearning method (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational itinerary.



### Economy of Scale

---

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



### Learn with the best

---

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"*

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you education of the highest academic level”*

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

**01**

### A Strong Boost to Your Career

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of students achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of the company

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional fields.

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

**04**

### You will take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects.

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different fields in companies.

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### You will be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified teachers from the most prestigious universities in the world: the TECH Technological University community.

*We give you the opportunity to study with a team of world-renowned teachers.*

# 04 Objectives

This program will provide Digital Marketing professionals with a solid understanding of the fundamentals of Artificial Intelligence. Likewise, graduates will acquire advanced skills to handle tools such as Machine Learning, Natural Language Processing and other techniques to optimize the user experience. Likewise, specialists will develop skills in analysis and interpretation of data related to consumer interactions in digital environments. Thanks to this, students will optimize their strategies to increase the impact of advertising campaigns, lead generation and conversion of users into customers.



“

*You will use Artificial Intelligence tools to improve user experience and propose disruptive solutions.”*

**TECH makes the goals of their students their own goals too  
Working together to achieve them**

Postgraduate Certificate in Application of Artificial Intelligence to Improve User Experience in Digital Marketing will enable students to:

01

Implement Artificial Intelligence applications in Digital Marketing and e-commerce to improve the efficiency and effectiveness of strategies

02

Improve user experience in Digital Marketing by using Artificial Intelligence for dynamic personalization of websites, applications and content

03

Implement Artificial Intelligence systems for the automation of e-Commerce processes, from inventory management to customer service







04

Research and apply predictive AI models to identify emerging trends in the marketplace and anticipate customer needs

05

Collaborate on cross-functional projects to integrate Artificial Intelligence solutions with existing Digital Marketing platforms and develop new strategies

06

Evaluate the impact of Artificial Intelligence technologies on Digital Marketing and e-commerce, both from a business and ethical perspective

05

# Structure and Content

The Postgraduate Certificate in Artificial Intelligence Application for the Improvement of User Experience in Digital Marketing is a Postgraduate Certificate that is taught in a convenient 100% online format. In this way, graduates will be able to individually plan their own schedules and pace of study.



“

*You will handle various Artificial Intelligence tools applied to Marketing such as Machine Learning algorithms, chatbots and automated content personalization.”*

## Syllabus

The Postgraduate Certificate in Application of Artificial Intelligence to Improve User Experience in Digital Marketing is an intensive program that will allow students to skillfully manage Artificial Intelligence tools to improve consumer interaction with a brand.

In addition, the academic itinerary will include a wide range of multimedia resources such as case studies, interactive summaries or explanatory videos. In this way, graduates will enjoy a dynamic and enjoyable learning experience.

The program will delve into issues ranging from the implementation of Artificial Intelligence models for analyzing large volumes of data to the automation of marketing processes (such as sending personalized e-mails).

To consolidate all these contents,

TECH uses its disruptive Relearning methodology, based on the progressive reiteration of the key concepts of the syllabus. Therefore, students will not have to resort to costly techniques such as memorization and will enjoy a natural learning process.

This Postgraduate Certificate is developed over 6 weeks and is structured into 1 module:

### Module 1

Artificial Intelligence and User Experience in Digital Marketing



### Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Application of Artificial Intelligence for the Improvement of User Experience in Digital Marketing completely online. During the 6 weeks of the specialization, the student will be able to access all the contents of this program at any time, which will allow them to self-manage their study time.

*A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.*

**Module 1. Artificial Intelligence and User Experience in Digital Marketing**

<p><b>1.1. Personalization of the User Experience based on Behavior and Referrals</b></p> <p>1.1.1. Personalization of Content thanks to Artificial Intelligence          1.1.2. Virtual Assistants and Chatbots with Cognigy          1.1.3. Intelligent Recommendations</p>	<p><b>1.2. Optimization of Web Site Navigation and Usability using Artificial Intelligence</b></p> <p>1.2.1. Optimization of the User Interface          1.2.2. Predictive Analysis of User Behavior          1.2.3. Automation of Repetitive Processes</p>	<p><b>1.3. Virtual Assistance and Automated Customer Support with Dialogflow</b></p> <p>1.3.1. Artificial Intelligence Sentiment and Emotion Analysis          1.3.2. Problem Detection and Prevention          1.3.3. Automation of Customer Support with Artificial Intelligence</p>	<p><b>1.4. Artificial Intelligence and Personalization of the Customer Experience with Zendesk Chat</b></p> <p>1.4.1. Personalized Product Recommender          1.4.2. Personalized Content and Artificial Intelligence          1.4.3. Personalized communication</p>
<p><b>1.5. Real-Time Customer Profiling</b></p> <p>1.5.1. Personalized Offers and Promotions          1.5.2. User Experience Optimization          1.5.3. Advanced Audience Segmentation</p>	<p><b>1.6. Personalized Offers and Product Recommendations</b></p> <p>1.6.1. Tracking and Retargeting Automation          1.6.2. Personalized Feedback and Surveys          1.6.3. Customer Service Optimization</p>	<p><b>1.7. Customer Satisfaction Tracking and Forecasting</b></p> <p>1.7.1. Sentiment Analysis with Artificial Intelligence Tools          1.7.2. Tracking Key Customer Satisfaction Metrics          1.7.3. Feedback Analysis with Artificial Intelligence Tools</p>	<p><b>1.8. Artificial Intelligence and Chatbots in Customer Service with Ada Support</b></p> <p>1.8.1. Detection of Dissatisfied Customers          1.8.2. Predicting Customer Satisfaction          1.8.3. Personalization of Customer Service with Artificial Intelligence</p>
<p><b>1.9. Development and Training of Chatbots for Customer Service with Iitercom</b></p> <p>1.9.1. Automation of Surveys and Satisfaction Questionnaires          1.9.2. Analysis of Customer Interaction with the Product/Service          1.9.3. Real-time Feedback Integration with Artificial Intelligence</p>	<p><b>1.10. Automation of Responses to Frequent Inquiries with Chatfuel</b></p> <p>1.10.1. Competitive Analysis          1.10.2. Feedbacks and Responses          1.10.3. Generation of Queries/Responses with Artificial Intelligence Tools</p>		



“

*An innovative teaching experience  
that will push your professional  
development to the next level.”*

# 06

# 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"*

## TECH Business School uses the 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”*



*This program prepares you to face business challenges in uncertain environments and achieve business success.*



## A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. 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 business reality is taken into account.

“

*You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

The case method has been the most widely used learning system among the world's leading business 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 we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

*Our program prepares you to face new challenges in uncertain environments and achieve success in your career.*

## 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.

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

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 online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have 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, markets, and financial 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 specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to 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.



### Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management 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.



07

# Our Students' Profiles

This curriculum is intended for university graduates who have previously completed any of the following degrees in the field of Communication Sciences, Computer Engineering and Economics.

This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.

In addition, the Postgraduate Certificate can be taken by professionals who, being university graduates in any area, have two years of work experience in the area of Sociology.







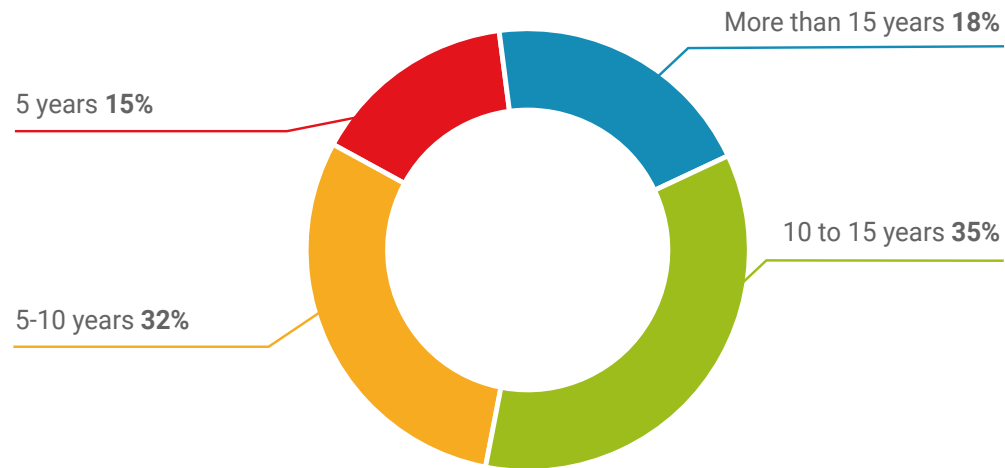
“

*Do you have experience in Digital Marketing and want to stay at the forefront of developments in this field? Achieve it with this program in just 6 weeks.”*

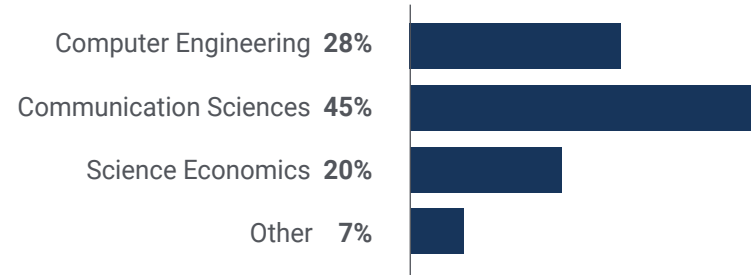
### Average Age

Between **35** and **45** years old

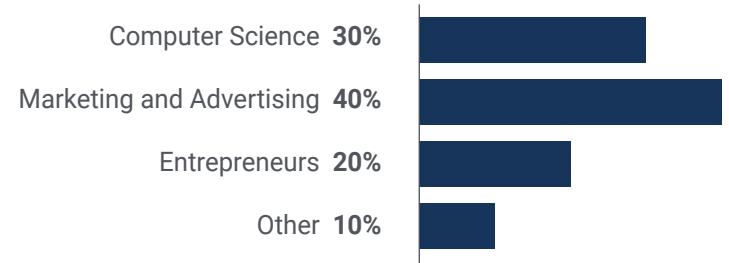
### Years of Experience



### Training

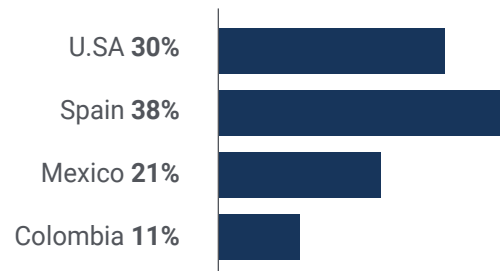


### Academic Profile



## Geographical Distribution

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## Marcos Gutiérrez Fumero

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Marketing Analyst and SEO Specialist

*"The Postgraduate Certificate in Application of Artificial Intelligence for User Experience Improvement in Digital Marketing has been useful to me. The quality of the teaching and the resources provided have exceeded my expectations, and I am looking forward to putting everything I have learned into practice."*

08

# Course Management

In order to provide first class academic experiences, TECH makes an effort when it comes to form its teaching staff. Therefore, for the delivery of this Postgraduate Certificate has highly specialized professionals in the field of Artificial Intelligence. As a result, they have developed the most complete and updated didactic materials in the academic market. Therefore, students will enjoy an effective learning process that will expand their work horizons to a higher level.





“

*You will have the best teaching staff and the most advanced didactic materials, which will guarantee you an enjoyable learning process.”*

## Management



### **Dr. Peralta Martín-Palomino, Arturo**

- ♦ CEO and CTO at Prometheus Global Solutions
- ♦ CTO at Korporate Technologies
- ♦ CTO at AI Shepherds GmbH
- ♦ Consultant and Strategic Business Advisor at Alliance Medical
- ♦ Director of Design and Development at DocPath
- ♦ PhD in Psychology from the University of Castilla La Mancha
- ♦ PhD in Economics, Business and Finance from the Camilo José Cela University
- ♦ PhD in Psychology from University of Castilla La Mancha
- ♦ Master's Degree in Executive MBA from the Isabel I University
- ♦ 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**

- ♦ Responsible for Technical Training at Securitas Seguridad España
- ♦ Education, Business and Marketing Specialist
- ♦ Product Manager in Electronic Security at Securitas Direct
- ♦ 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**

### **Ms. Del Rey Sánchez, Cristina**

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

### **Mr. Nájera Puente, Juan Felipe**

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

09

# Impact on Your Career

Through this program, marketing professionals will have a comprehensive understanding of the principles of Artificial Intelligence. Graduates will acquire advanced skills to use its tools and employ them for tasks ranging from content personalization to process automation. Likewise, students will develop skills to use algorithms to more accurately target audiences, allowing for more targeted advertising campaigns.







“

*You will be able to develop innovative projects with Artificial Intelligence and propose original solutions to optimize the user experience.”*

### Are you ready to take the leap? Excellent professional development awaits you

TECH's Postgraduate Certificate in Application of Artificial Intelligence to Improve User Experience in Digital Marketing is an intensive program that prepares you to face challenges and business decisions in the field of Digital Marketing. The main objective is to promote your personal and professional growth. Helping you achieve success.

If you want to improve yourself, make a positive change at a professional level, and network with the best, then this is the place for you.

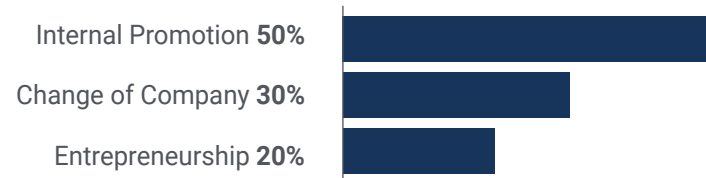
*Trust your academic progress to TECH and elevate your career as a Digital Marketing professional to the top.*

*Want to expand your career field and diversify your employment options? Achieve it through this exclusive program.*

#### When the change occurs



#### Type of change



### Salary increase

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This program represents a salary increase of more than **26.24%** for our students



10

# Benefits for Your Company

This university program will offer a number of significant benefits for companies that want to improve their online presence and optimize the user experience. Marketing professionals will master the main tools of Artificial Intelligence to help organizations identify patterns in consumer behavior and segment their audience more accurately, enabling more effective advertising campaigns. Experts will also automate repetitive processes ranging from managing emails, responding to customer inquiries and optimizing initiatives.



“

*You will use Artificial Intelligence mechanisms to analyze large volumes of data and extract valuable information about user behavior.”*

Developing and retaining talent in companies is the best long-term investment.

01

### **Growth of talent and intellectual capital**

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

---

02

### **Retaining high-potential executives to avoid talent drain**

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

### **Building agents of change**

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

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04

### **Increased international expansion possibilities**

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

### **Project Development**

The professional can work on a real project or develop new projects in the field of R & D or business development of their company.

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06

### **Increased competitiveness**

This program will equip students with the skills to take on new challenges and drive the organization forward.

# 11

# Certificate

The Postgraduate Certificate in Application of Artificial Intelligence to Improve User Experience in Digital Marketing guarantees, in addition to the most accurate 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 Application of Artificial Intelligence to Improve User Experience in Digital Marketing** 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 Application of Artificial Intelligence to Improve User Experience in Digital Marketing**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



\*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.



## Postgraduate Certificate

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