

The background features a hand holding a glowing red sphere, overlaid with digital data visualizations including a bar chart, a line graph, and binary code. The top of the page has a colorful horizontal bar with segments in blue, cyan, green, yellow, orange, and pink. The bottom right corner contains the logo for Tech Global University.

Postgraduate Certificate

Digital Marketing Data Analysis with Artificial Intelligence



Postgraduate Certificate Digital Marketing Data Analysis with Artificial Intelligence

- » 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.techtute.com/us/school-of-business/postgraduate-certificate/digital-marketing-data-analysis-artificial-intelligence

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01 Welcome

Artificial Intelligence is completely revolutionizing the field of Digital Analytics. The main reason is that it allows to identify complex patterns and foresee future trends, thus improving decision making in organizations. In this sense, this tool is capable of analyzing large volumes of data, offering valuable insights that serve to optimize Marketing strategies and increase ROI. Therefore, it is necessary for professionals to have a thorough knowledge of the latest advances in this area in order to optimize advertising strategies and improve the customer experience. For this reason, TECH presents an online program that will delve into the management of the most avant-garde tools of Artificial Intelligence.



Postgraduate Certificate in Digital Marketing Data Analysis with Artificial Intelligence
TECH Global University



“

Thanks to this Postgraduate Certificate, you will gain advanced skills in data analytics and extract useful insights to personalize the customer experience”

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:



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"



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.

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 Global University community.

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

04 Objectives

Through this program, Marketing professionals will have a solid understanding of the fundamentals of Data Analysis and the most sophisticated techniques of Artificial Intelligence. Likewise, they will gain the skills to handle its tools effectively and use them in aspects such as audience segmentation, content personalization or ROI measurement. Graduates will use the data obtained to make more informed decisions and optimize online marketing activities. In addition, they will unleash their creativity to find new ways to use Artificial Intelligence to stand out in the marketplace.



“

This program will equip Digital Marketing professionals with the skills and knowledge needed to lead successful and knowledge necessary to lead successful advertising campaigns”

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

The **Postgraduate Certificate in Digital Marketing Data Analysis with Artificial Intelligence** 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

This Postgraduate Certificate in Digital Marketing Data Analytics with Artificial Intelligence is designed to elevate professionals' careers to the next level. Graduates will handle tools such as data analytics to effectively address complex challenges and seize opportunities in an increasingly digitized business environment.

The university program is based on a 100% online methodology, which will allow students to combine their studies with the rest of their daily activities. In this way, they will be able to plan their timetables and evaluation schedules individually, without having to travel to an on-site educational center.



“

The academic itinerary incorporates the analysis of real cases and the resolution of complex situations in simulated learning environments to bring you closer to the reality of your profession”

Syllabus

Under a theoretical-practical approach, the Postgraduate Certificate in Digital Marketing Data Analytics with Artificial Intelligence will help professionals develop critical thinking and problem-solving skills. In this way, they will be able to address complex challenges in data analysis in an optimal way. Therefore, the didactic content is oriented to favor the development of competencies that optimize decision making through informed information.

During this program, students will have access to a virtual platform where they will find a multitude of educational resources to strengthen their knowledge in a dynamic way. These include explanatory videos, interactive summaries of each topic and specialized readings. All these materials have been developed by the teaching staff, so they will be fully applicable in the business context.

The curriculum will delve into the use of advanced techniques such as Data Mining or Machine Learning, so that graduates can get the most out of their data. In line with this, it will delve into how Artificial Intelligence can be used for tasks such as brand sentiment analysis, predicting the results of advertising campaigns or optimizing customer experiences.

Undoubtedly, an academic experience that will prepare students to achieve excellence in the field of Digital Marketing.

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

Module 1

Analyzing Digital Marketing Data with Artificial Intelligence



Where, When and How is it Taught?

TECH offers the possibility to develop this Postgraduate Certificate in Digital Marketing Data Analysis with Artificial Intelligence 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. Analyzing Digital Marketing Data with Artificial Intelligence

1.1. Artificial Intelligence in Data Analysis for Marketing with Google Analytics

- 1.1.1. Advanced Audience Segmentation
- 1.1.2. Predictive Trend Analysis using Artificial Intelligence
- 1.1.3. Price Optimization using Artificial Intelligence Tools

1.2. Automated Processing and Analysis of Large Data Volumes with RapidMiner

- 1.2.1. Brand Sentiment Analysis
- 1.2.2. Marketing Campaign Optimization
- 1.2.3. Personalization of Content and Messages with Artificial Intelligence Tools

1.3. Detection of Hidden Patterns and Trends in Marketing Data

- 1.3.1. Detection of Behavioral Patterns
- 1.3.2. Trend Detection using Artificial Intelligence
- 1.3.3. Marketing Attribution Analysis

1.4. Data-Driven Insights and Recommendations Generation with Data Robot

- 1.4.1. Predictive Analytics Thanks to Artificial Intelligence
- 1.4.2. Advanced Audience Segmentation
- 1.4.3. Personalized Recommendations

1.5. Artificial Intelligence in Predictive Analytics for Marketing with Sisense

- 1.5.1. Price and Offer Optimization
- 1.5.2. Artificial Intelligence Sentiment and Opinion Analysis
- 1.5.3. Automation of Reports and Analysis

1.6. Prediction of Campaign Results and Conversions

- 1.6.1. Anomaly Detection
- 1.6.2. Customer Experience Optimization
- 1.6.3. Impact Analysis and Attribution

1.7. Risk and Opportunity Analysis in Marketing Strategies

- 1.7.1. Predictive Analysis in Market Trends
- 1.7.2. Evaluation of Competence
- 1.7.3. Reputational Risk Analysis

1.8. Sales and Product Demand Forecasting with ThoughtSpot

- 1.8.1. Return on Investment (ROI) Optimization
- 1.8.2. Compliance Risk Analysis
- 1.8.3. Innovation Opportunities

1.9. Artificial Intelligence and Social Media Analytics with Brandwatch

- 1.9.1. Market Niches and their Analysis with Artificial Intelligence
- 1.9.2. Monitoring Emerging Trends

1.10. Sentiment and Emotion Analysis on Social Media with Clarabridge

- 1.10.1. Identification of Influencers and Opinion Leaders
- 1.10.2. Brand Reputation Monitoring and Crisis Detection



“

You will use state-of-the-art Artificial Intelligence techniques to plan, execute and optimize your advertising campaigns”

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.



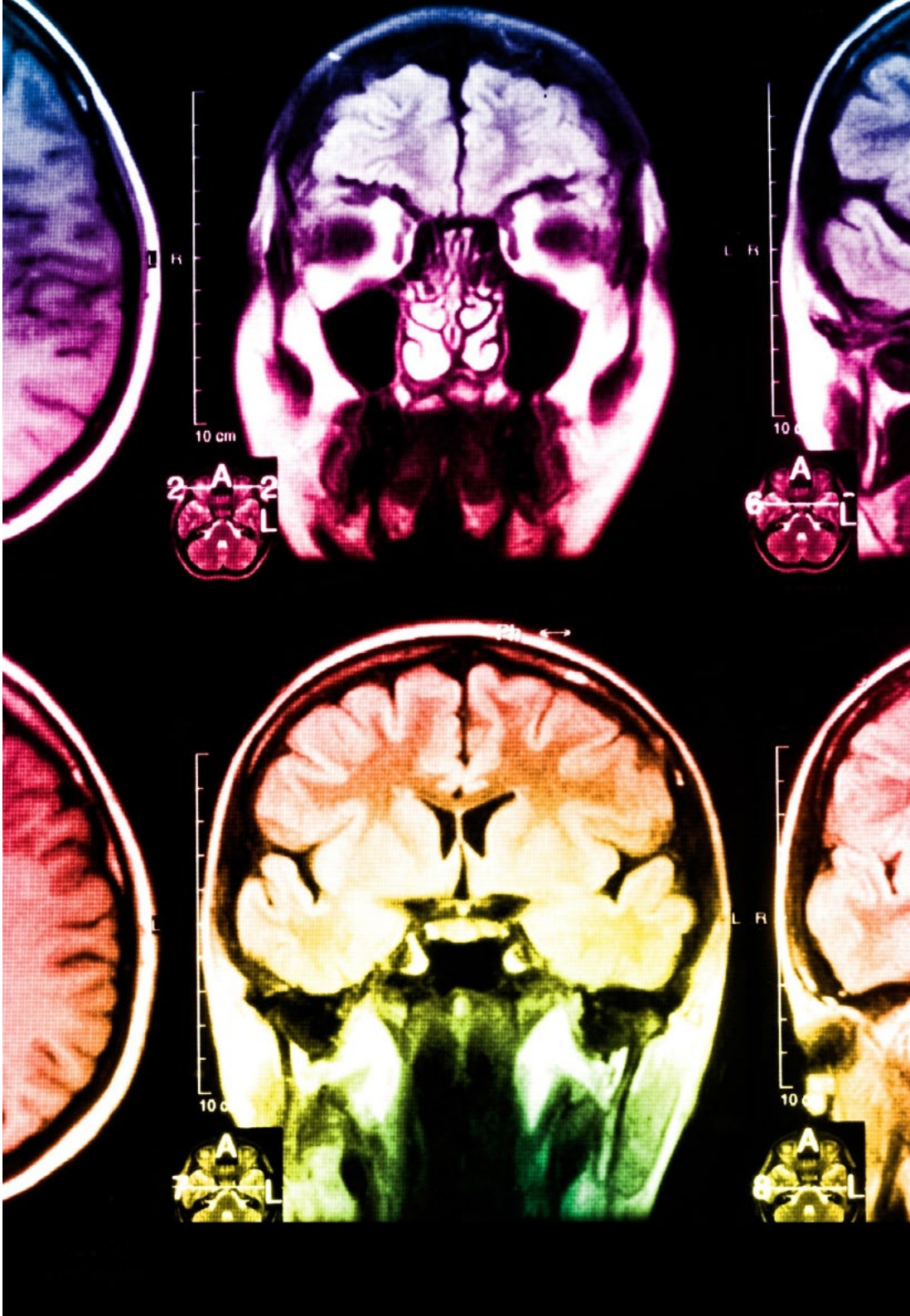
In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

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.



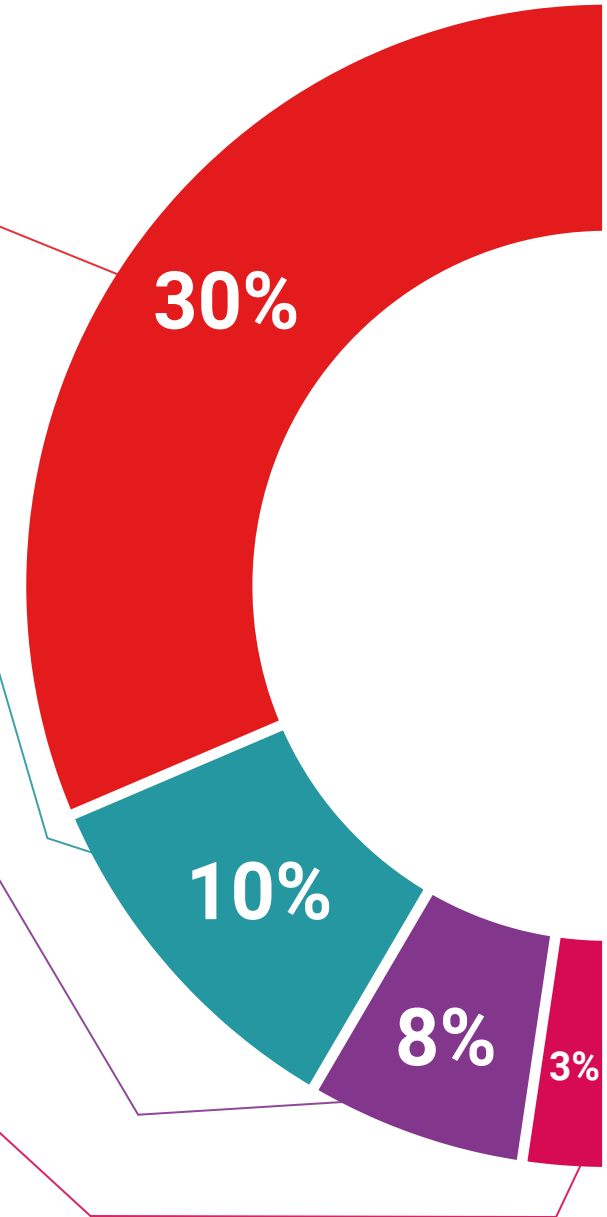
Management Skills Exercises

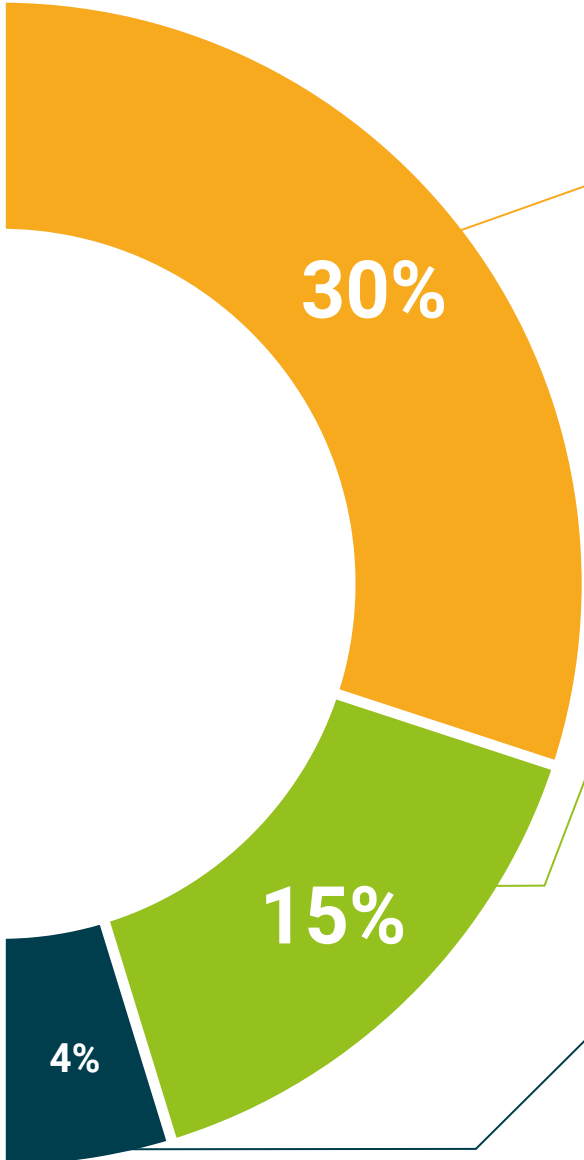
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



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.



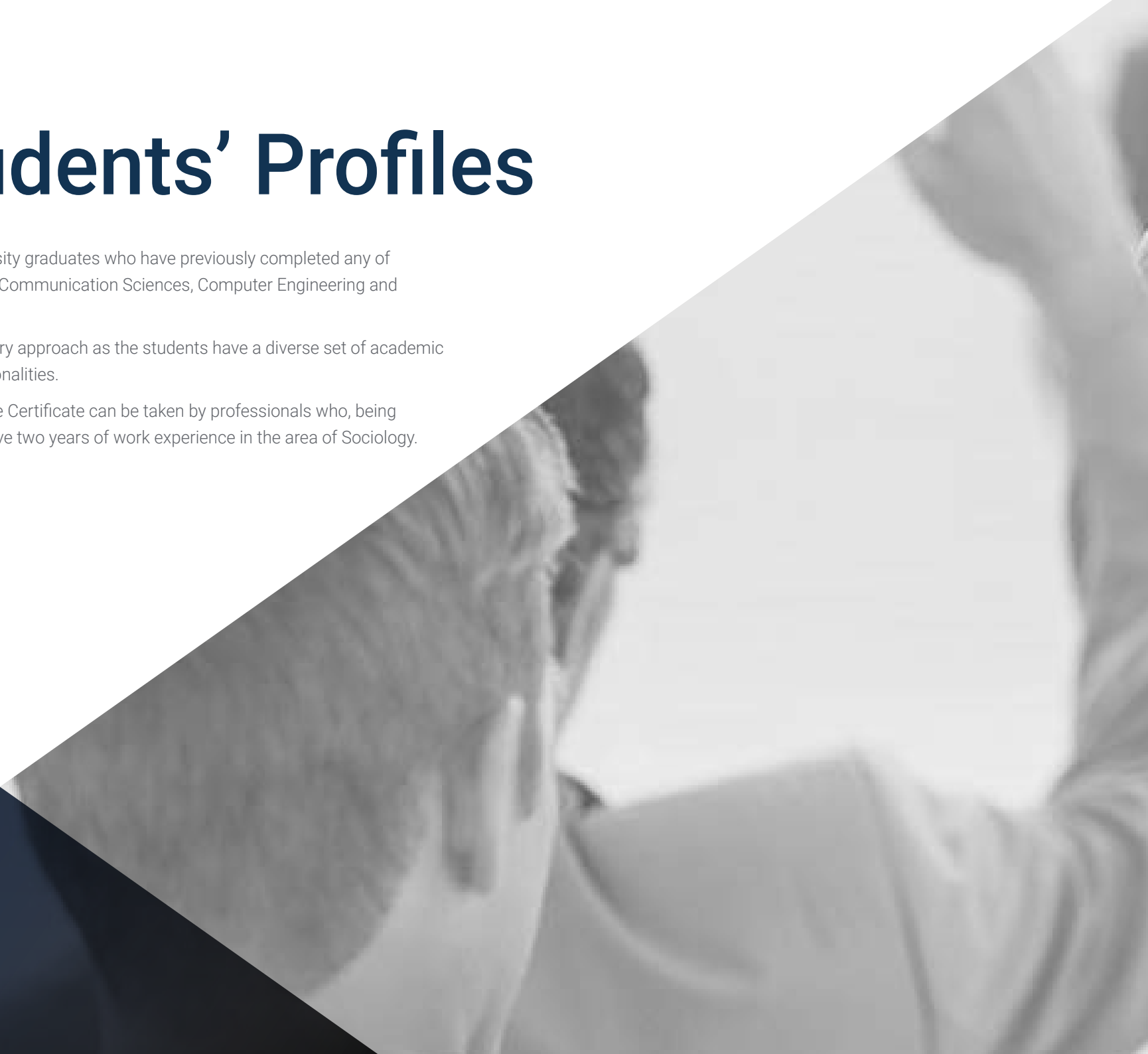
07

Our Students' Profiles

This program 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.

On the other hand, 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.



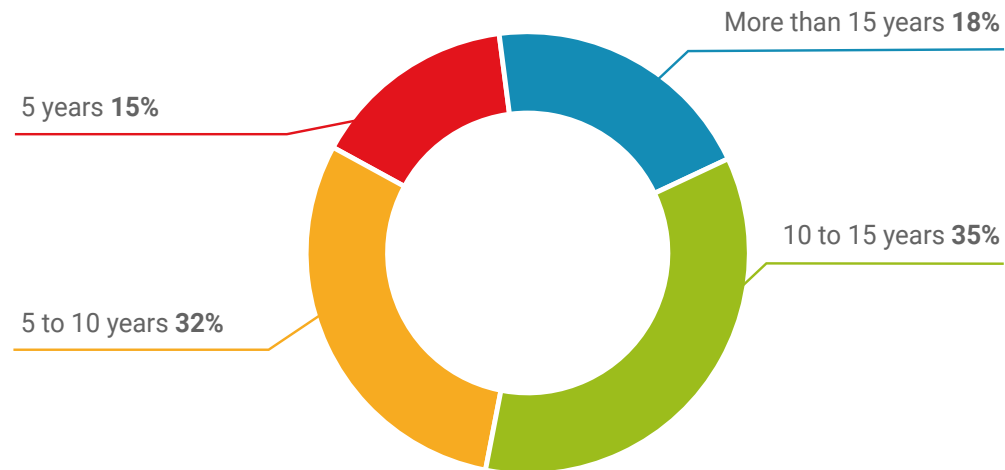
“

Do you want to stand out in the field of Digital Marketing? With this program you will employ the most innovative tools of Artificial Intelligence and you will meet your goal”

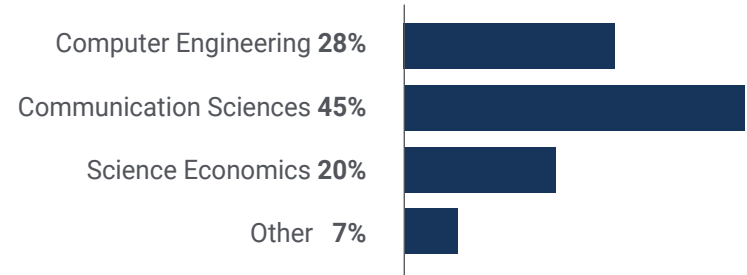
Average Age

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

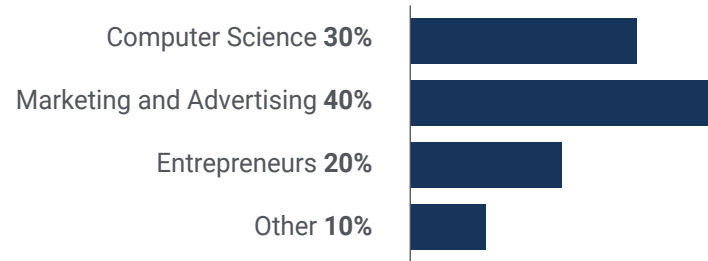
Years of Experience



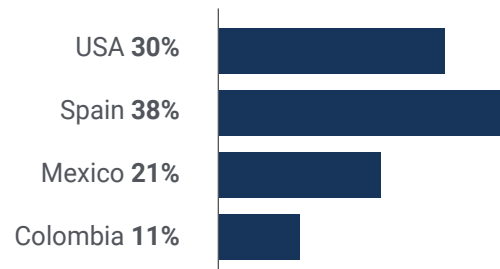
Training



Educational Profile



Geographical Distribution



Pablo Medina Fernández

Brand Manager and Marketing Analyst

"Thanks to this program in Digital Marketing Data Analytics with Artificial Intelligence, I have gained a deep understanding of how to use data analytics tools and techniques to optimize Digital Marketing strategies. This program has helped me enhance my skills and improve my professional performance"

08

Course Management

TECH's priority is to make top-quality academic itineraries available to all students. Therefore, it carries out a thorough selection process to form its teaching staff. For this Postgraduate Certificate, TECH selects authentic references in the field of Artificial Intelligence. These professionals have elaborated multiple didactic contents based on their solid knowledge and years of work experience. In addition, they include in the syllabus the most innovative techniques of data analysis so that students remain at the forefront of technology and stand out professionally for their innovative approach.





“

A curriculum designed by a teaching staff specialized in Artificial Intelligence, which will guarantee you an enriching learning experience”

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

Thanks to this program, marketing professionals will be better positioned in the job market, as they will have skills that are in high demand in a variety of industries. At the same time, experts will use Machine Learning algorithms to solve specific problems such as predicting consumer behavior, optimizing advertising campaigns and detecting anomalies in data. In addition, graduates will make informed strategic decisions to improve the performance of initiatives and ROI. They will also drive innovation in their organizations and contribute to the continuous improvement of Marketing strategies.



“

You will master Artificial Intelligence tools to improve audience segmentation, content personalization and the automation of advertising campaigns”

Looking to leverage marketing data using Artificial Intelligence techniques? With this program you will be better equipped to make informed strategic decisions.

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

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

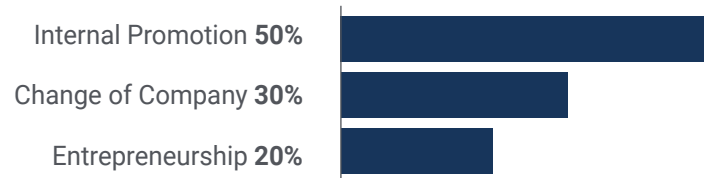
If you want to improve yourself, make a positive change at a professional level, and network with the best, then this is the place for you.

With this program, you will experience professional advancement and excel in the field of Digital Marketing with Artificial Intelligence.

Time of Change



Type of change



Salary increase

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



10

Benefits for Your Company

The completion of this program will bring various benefits to the organizations in which graduates develop their work. Professionals will be characterized by having data analysis skills, which will allow them to understand consumer behavior and market trends. Thanks to this, companies will make more informed decisions such as market segmentation, content personalization or resource allocation. In addition, by using Artificial Intelligence, companies will identify patterns in large data sets and help institutions optimize campaigns to improve ROI.



“

You will use Artificial Intelligence to analyze large volumes of data and help companies identify new market opportunities to maintain their competitive advantage”

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.

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 your company.

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 Digital Marketing Data Analysis with Artificial Intelligence guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.



“

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

This private qualification will allow you to obtain a **Postgraduate Certificate in Digital Marketing Data Analysis 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 Certificate in Digital Marketing Data Analysis with Artificial Intelligence**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**





Postgraduate Certificate Digital Marketing Data Analysis with Artificial Intelligence

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Postgraduate Certificate Digital Marketing Data Analysis with Artificial Intelligence

