

Postgraduate Certificate

Digital Marketing and E-Commerce through Artificial Intelligence



Postgraduate Certificate Digital Marketing and E-Commerce through 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-e-commerce-artificial-intelligence

Index

01

Welcome

p. 4

02

Why Study at TECH?

p. 6

03

Why Our Program?

p. 10

04

Objectives

p. 14

05

Structure and Content

p. 18

06

Methodology

p. 24

07

Our Students' Profiles

p. 32

08

Course Management

p. 36

09

Impact on Your Career

p. 40

10

Benefits for Your Company

p. 44

11

Certificate

p. 48

01 Welcome

A recent report predicts that organizations using Artificial Intelligence for e-Commerce will achieve a 50% improvement in customer satisfaction over the next year. This discipline brings with it a number of significant advantages for entities, which can improve the user experience, increase conversions and optimize commercial operations. For example, this tool serves to personalize purchasing processes for each consumer, offering product recommendations and offers tailored to their specific interests. Given its relevance, TECH is developing a revolutionary university degree that will focus on the implementation of Artificial Intelligence in Digital Marketing and E-Commerce. In addition, the program is delivered entirely through a convenient 100% online format.



Postgraduate Certificate in Digital Marketing and E-Commerce through Artificial Intelligence
TECH Global University



This Postgraduate Certificate will give you the skills to design, implement and optimize Digital Marketing campaigns using advanced Artificial Intelligence techniques"

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 Global University community.

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

04 Objectives

This curriculum will provide marketing professionals with the latest advances in e-commerce through Artificial Intelligence. Likewise, graduates will acquire advanced skills to handle analysis, automation and campaign management tools. In this way, specialists will implement techniques such as Machine Learning, Natural Language Processing or Advanced Analytics in their usual procedures to considerably improve their results. In addition, graduates will explore new ideas to develop highly innovative projects.



“

TECH's priority is to help you achieve academic and, therefore, professional excellence”

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

This Postgraduate Certificate in Digital Marketing and E-Commerce through 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

With a theoretical-practical approach, this academic itinerary will provide professionals with a mastery of the relationship between Digital Marketing and Artificial Intelligence. The program will be taught in a convenient 100% online mode, so that students are free to combine their studies with the rest of their daily obligations.



“

You will use Artificial Intelligence to personalize the online customer experience, offering customized content tailored to the individual needs and preferences of each consumer”

Syllabus

This Postgraduate Certificate has been designed by an experienced teaching staff, who will provide students with the latest trends in the field of Digital Marketing and E-Commerce, with a specific focus on the use of Artificial Intelligence. In this way, graduates will be equipped with numerous tools aimed at optimizing their advertising campaigns.

Throughout, students will have at their disposal a myriad of content in multiple formats to strengthen their knowledge. These include interactive summaries, case studies, explanatory videos and specialized readings.

The didactic content will focus on issues such as data analysis and business process automation. Along the same lines, the syllabus will delve into the handling of sophisticated tools such as Hub Spot, which will enable graduates to automate a variety of tasks (sending emails, scheduling publications on social networks, creating automated workflows to nurture leads, etc.).

Undoubtedly, a high-intensity university program that will enable Marketing professionals to design effective advertising campaigns using Intelligence to optimize segmentation, targeting and performance measurement. Therefore, experts will be able to take full advantage of the job opportunities offered by this ever-expanding industry.

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

Module 1

Artificial Intelligence Applications in Digital Marketing and E-Commerce



Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Digital Marketing and E-Commerce through 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. 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

1.7. Automation of Workflows and Lead Tracking with Segment

- 1.7.1. Data Collection
- 1.7.2. Lead Segmentation and Lead Scoring
- 1.7.3. Multichannel Follow-up
- 1.7.4. Analysis and Optimization

1.8. Personalizing User Experiences Based on the Buying Cycle with Autopilot

- 1.8.1. Personalized Content
- 1.8.2. User Experience Automation and Optimization
- 1.8.3. Retargeting

1.9. Artificial Intelligence and Digital Entrepreneurship

- 1.9.1. Growth Strategies based on Artificial Intelligence
- 1.9.2. Advanced Data Analysis
- 1.9.3. Price Optimization
- 1.9.4. Sector-specific Applications

1.10. Artificial Intelligence Applications for Startups and Emerging Companies

- 1.10.1. Challenges and Opportunities
- 1.10.2. Sector-specific Applications
- 1.10.3. Integration of Artificial Intelligence into Existing Products



“

You will achieve your academic goals quickly, without unnecessary trips to a study center, thanks to TECH's 100% online methodology"

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.



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

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.

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.



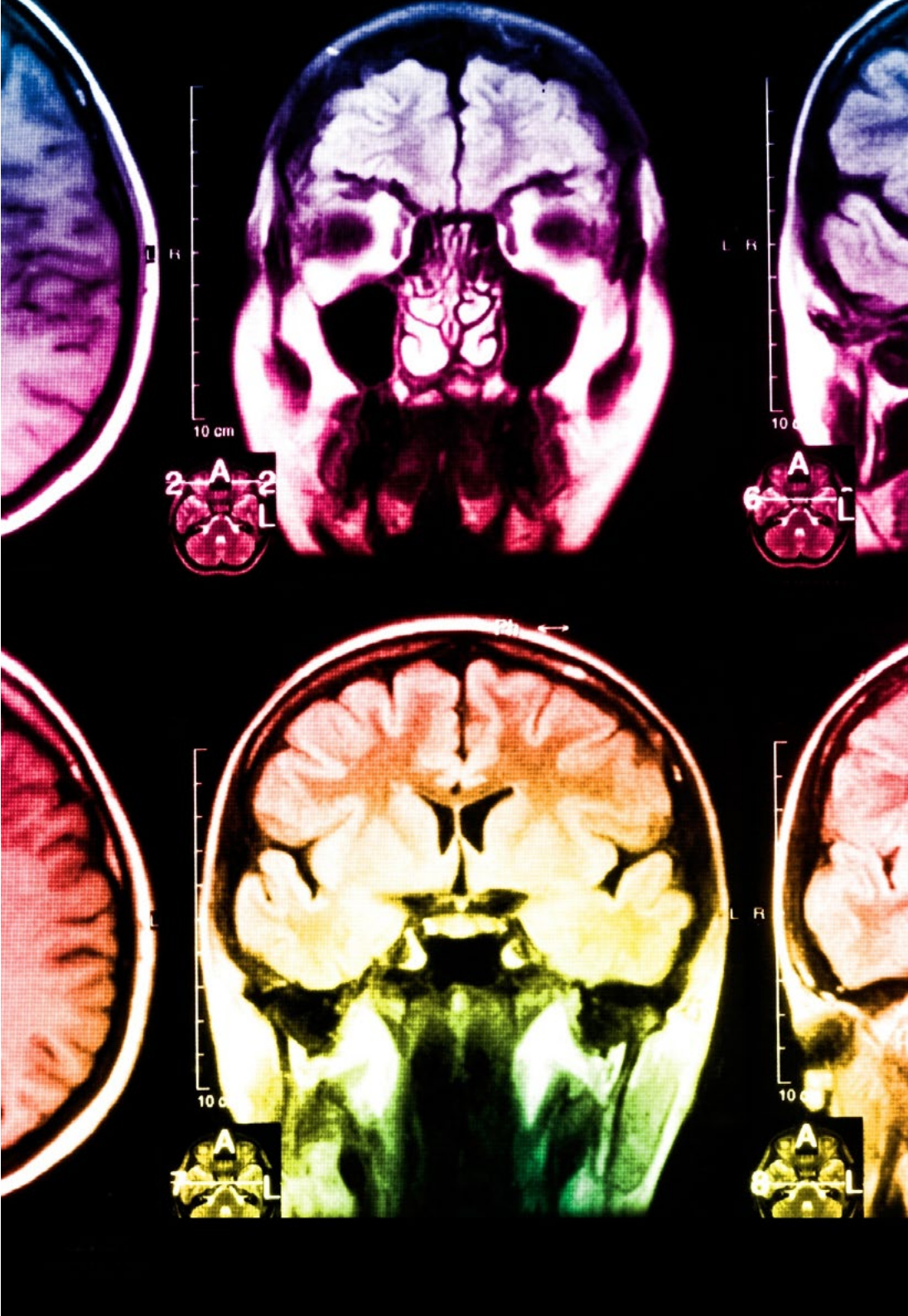
In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

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.

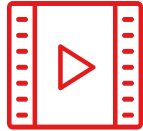
Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

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.



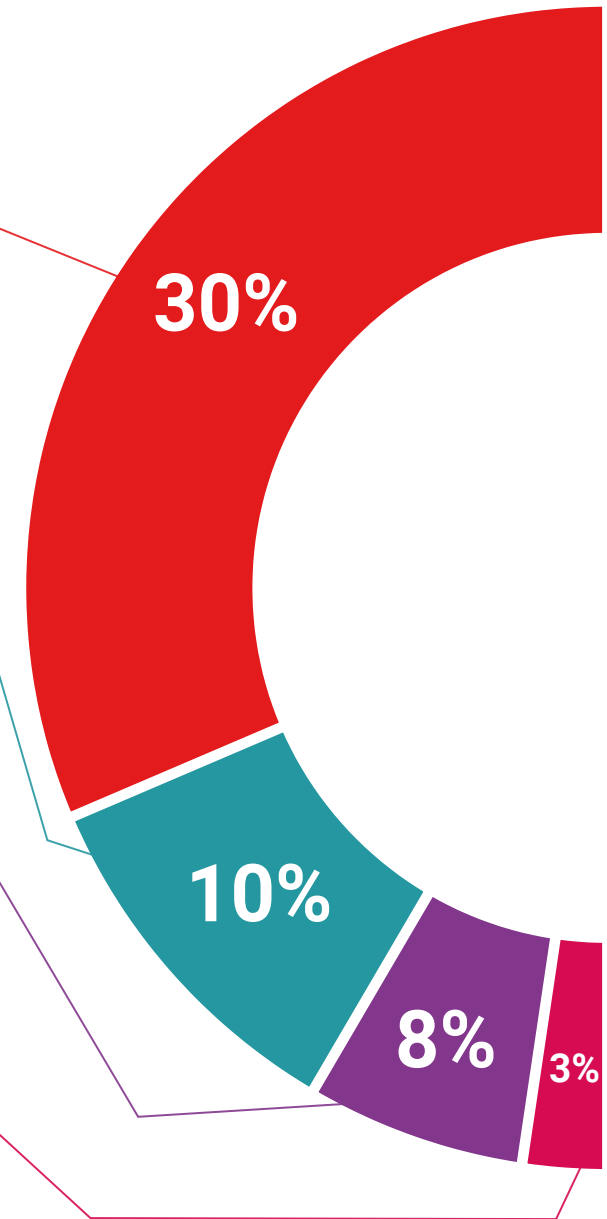
Management Skills Exercises

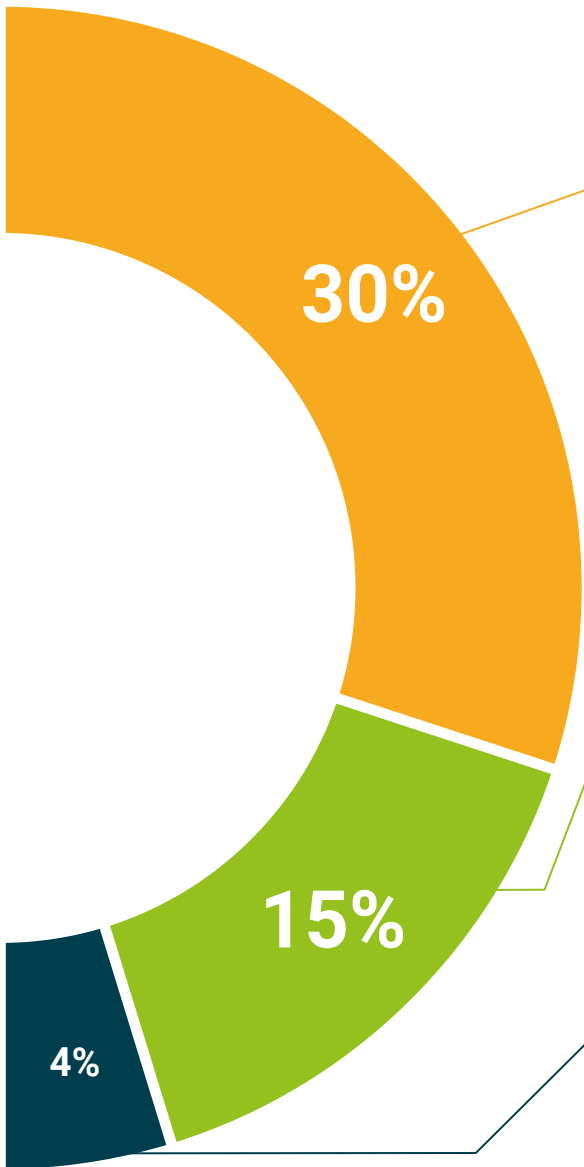
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



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.



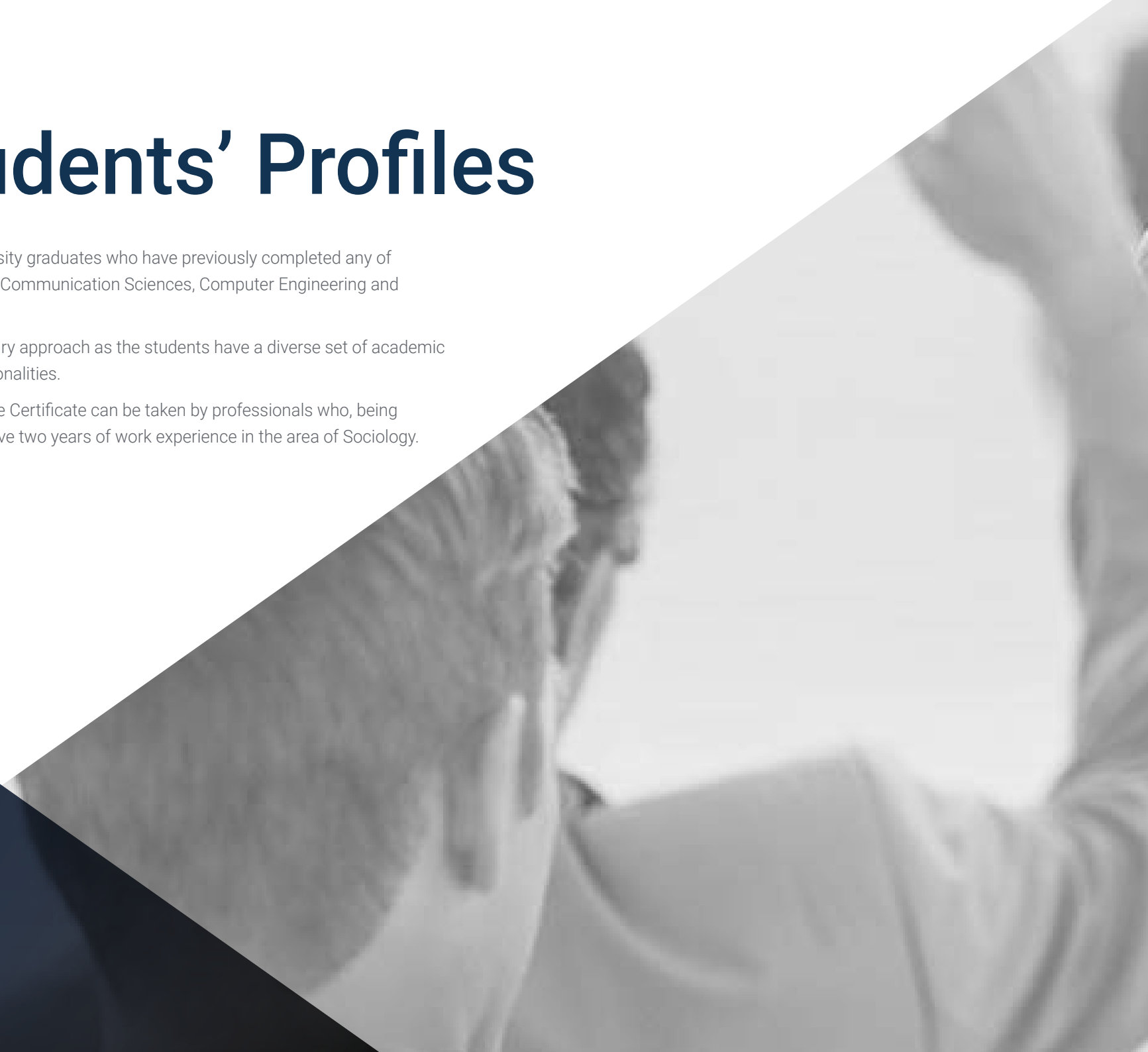
07

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.





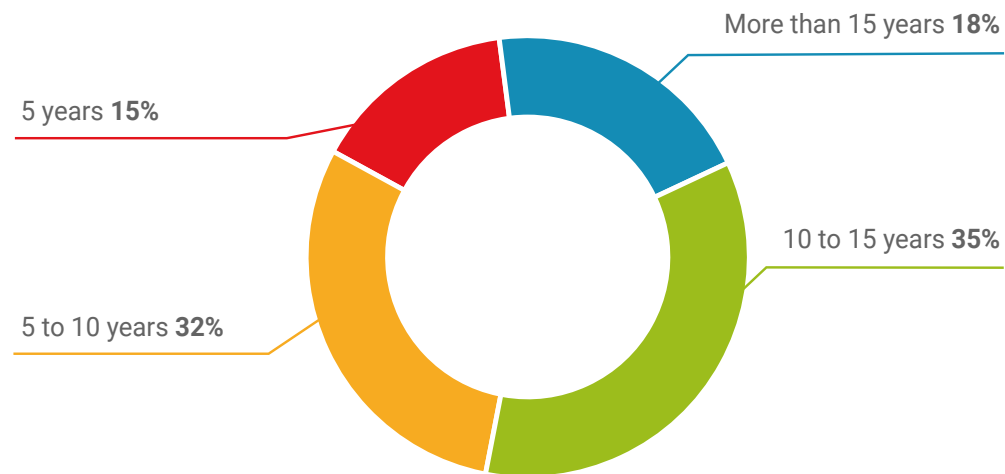
“

TECH gives you access to one of the best virtual libraries for your continuous updating”

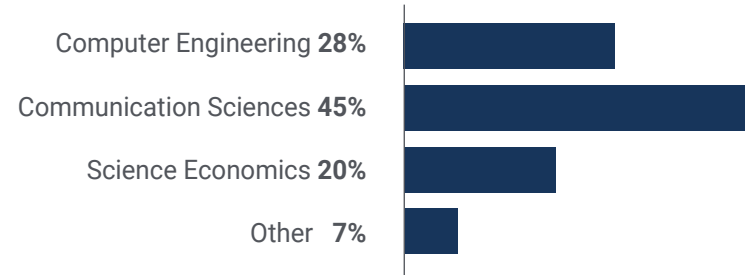
Average Age

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

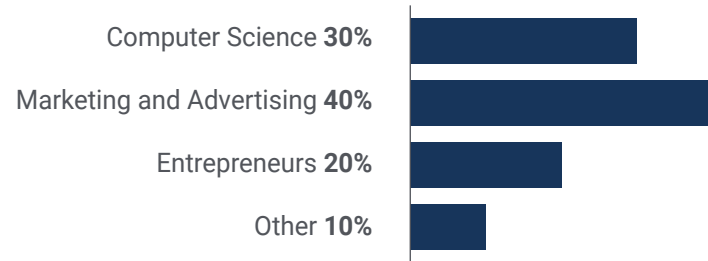
Years of Experience



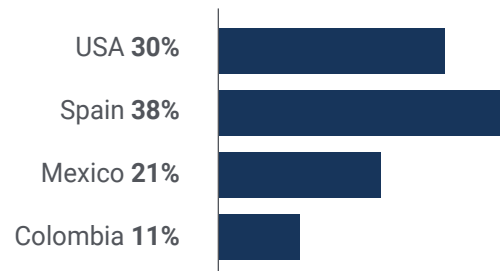
Training



Educational Profile



Geographical Distribution



Pablo Fernández Izquierdo

Marketing Manager

"I am grateful for the excellent training I received during the Postgraduate Certificate in Digital Marketing and E-Commerce using Artificial Intelligence. The knowledge acquired and the tools provided have prepared me to face the challenges of the Digital Marketing world with confidence and competence"

08

Course Management

In line with its philosophy of providing top-level university programs, TECH carefully selects the experts who will make up its teaching staff. For this Postgraduate Certificate, TECH has selected renowned professionals in Artificial Intelligence, who have extensive experience in this field. These specialists have designed complete and updated teaching materials, ensuring that they are fully applicable to students. In this way, graduates will be able to make a leap in quality in their practice and adjust to current market demands.





“

A specialized teaching team will pour their extensive knowledge in the field of Artificial Intelligence in this Postgraduate Certificate”

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 Postgraduate Certificate, students will gain a solid understanding of the fundamentals of Digital Marketing and E-Commerce through Artificial Intelligence. Professionals will use its tools to perform tasks such as content personalization, optimization of advertising campaigns or predictive data analysis. At the same time, graduates will interpret relevant information to improve their strategies and access meaningful information to improve relationships with consumers.



“

You will take advantage of Artificial Intelligence to help your company keep up with the competition and stand out in a saturated market”

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

TECH's Postgraduate Certificate in Digital Marketing and E-Commerce through Artificial Intelligence 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.

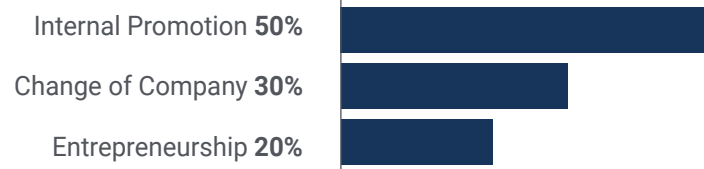
You will achieve your career goals with this unique qualification, which provides you with the latest knowledge in the industry.

Through this Postgraduate Certificate, you will experience a significant leap in quality in your professional career.

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

This program contributes to elevating the organization's talent to its maximum potential through the instruction of high-level leaders.

In addition, participating in this university option is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.



“

In the digital era, managers must integrate new processes and strategies that bring about significant changes and organizational development. This is only possible through university education and updating"

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 and E-Commerce through 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 and E-Commerce through 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 and E-Commerce through Artificial Intelligence**

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 Digital Marketing and E-Commerce through Artificial Intelligence

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Accreditation: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

Postgraduate Certificate

Digital Marketing and E-Commerce through Artificial Intelligence

