

Postgraduate Certificate Optimization of Digital Marketing Processes using Artificial Intelligence



Postgraduate Certificate Optimization of Digital Marketing Processes using 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, Diploma and Bachelor's Degree holders who have previously completed any of the qualifications in the field of Advertising, Computer Science and/or Business

Website: www.techtute.com/us/school-of-business/postgraduate-certificate/optimization-digital-marketing-processes-artificial-intelligence

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01 Welcome

AI Digital Marketing Process Optimization offers a range of transformative benefits. In fact, AI is able to analyze data on an unimaginable scale, providing accurate, real-time *insights* into user behavior and campaign performance. In addition, it improves personalization by adapting messages and offers to specific audiences, increasing the relevance and effectiveness of marketing strategies. Continuous optimization, driven by AI, also leads to greater operational efficiency, cost reduction and more informed and agile decision making. In this context, TECH has designed a 100% online academic program, based on the revolutionary *Relearning* methodology.



Postgraduate Certificate in Optimization of Digital
Marketing Processes using Artificial Intelligence
TECH Global University



“

You'll integrate AI into digital marketing to drive results and redefine how brands connect with their audience and streamline their processes."

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 ground-breaking 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 is designed to unlock the doors of innovation in the world of marketing, giving the entrepreneur the tools to understand, implement and successfully lead AI-driven solutions. From intelligent automation to advanced personalization, this Postgraduate Certificate aims to equip graduates with concrete skills and up-to-date knowledge that will differentiate them in an increasingly competitive market. Through specialized topics, you will become an expert able to guide brands towards the future of marketing, combining the power of AI with strategic creativity.



“

Get ready to stand out and lead the way to success in the digital age! With this 100% online TECH Postgraduate Certificate you will achieve your goals quickly and easily”

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

The Postgraduate Certificate in Optimization of Digital Marketing Processes using Artificial Intelligence will enable students to:

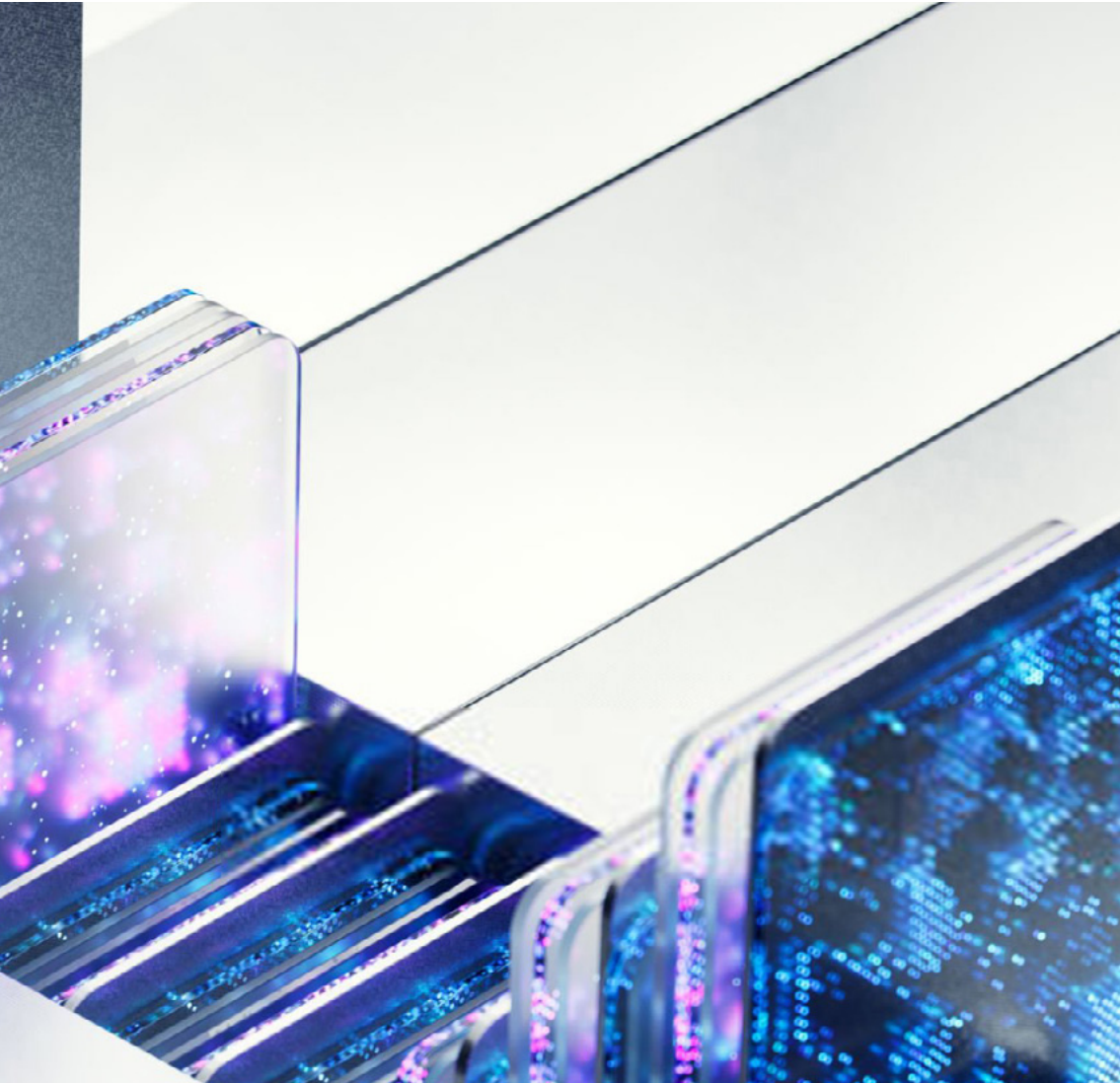
01

Implement strategies for Marketing process automation using AI, efficiently integrating diverse data and platforms

02

Apply AI techniques to optimize advertising campaigns, maximizing their effectiveness, and personalize audiences for accurate and effective targeting





03

Use AI in email marketing to automate processes and personalize campaigns in an advanced way

04

Perform AI sentiment analysis on social media and customer feedback to understand perceptions and opinions, optimize pricing and promotions for a more effective pricing strategy

05

Structure and Content

The Postgraduate Certificate in Optimization of Digital Marketing Processes using Artificial Intelligence is a tailor-made program that is taught in 100% online format, so you choose the time and place that best suits your availability, schedules and interests. A program that takes place over 6 weeks and is intended to be a unique and stimulating experience that lays the foundations for your professional success.



“

TECH offers you a complete and advanced approach, preparing you to lead in an ever-evolving digital environment"

Syllabus

The Postgraduate Certificate in Optimization of Digital Marketing Processes using Artificial Intelligence will offer a complete and detailed syllabus, focused on efficiency and addressing automation as a fundamental engine in the evolution of modern marketing. This syllabus will not only examine automation in various facets of Marketing, such as advertising campaigns and CRM management, but will also be immersed in price optimization, key to commercial strategy.

Also, graduates will address the implementation of *chatbots*, analyzing feelings and applying predictive analysis techniques to enhance decision-making and improve customer interaction. In this way, through practical cases and advanced tools, professionals will gain concrete knowledge and skills to lead the digital transformation in Marketing, making the most of Artificial Intelligence to achieve optimal and effective results.

TECH has devised this program based on the innovative *Relearning* methodology,

to improve the optimal assimilation of content. In fact, this form of learning will allow students to reinforce their understanding, reiterating the essential points of the syllabus, which will be presented in various multimedia formats at the forefront of technology. This dynamic mix will not only help to consolidate knowledge, but will also promote organic and progressive development.

This Postgraduate Certificate in Optimization of Digital Marketing Processes using Artificial Intelligence is developed over 6 weeks and is divided into 1 module:

Module 1

Automation and Optimization of Marketing Processes with AI



Where, When and How is it Taught?

TECH offers the possibility to develop this Postgraduate Certificate in Optimization of Digital Marketing Processes using 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 educational experience, key and decisive to boost your professional development and make the definitive leap.

Module 1. Automation and Optimization of Marketing Processes with AI

1.1. Marketing Automation with AI using Hubspot

- 1.1.1. Audience Segmentation Based on AI
- 1.1.2. Workflow Automation
- 1.1.3. Continuous Optimization of Online Campaigns

1.2. Integration of Data and Platforms in Automated Marketing Strategies

- 1.2.1. Analysis and Unification of Multichannel Data
- 1.2.2. Interconnection between Different Marketing Platforms
- 1.2.3. Real-Time Data Updating

1.3. Optimization of Advertising Campaigns with AI through Google Ads

- 1.3.1. Predictive Analysis of Advertising Performance
- 1.3.2. Automatic Advertisement Personalization According to Target Audience
- 1.3.3. Automatic Budget Adjustment Based on Results

1.4. Audience Personalization with AI

- 1.4.1. Content Segmentation and Personalization
- 1.4.2. Personalized Content Recommendations
- 1.4.3. Automatic Identification of Audiences or Homogeneous Groups

1.5. Automation of Responses to Customers through AI

- 1.5.1. Chatbots and Machine Learning
- 1.5.2. Automatic Response Generation
- 1.5.3. Automatic Problem Solving

1.6. AI in Email Marketing for Automation and Customization

- 1.6.1. Automation of Email Sequences
- 1.6.2. Dynamic Customization of Content According to Preferences
- 1.6.3. Intelligent Segmentation of Mailing Lists

1.7. Social Media Sentiment Analysis with AI and Customer Feedback through Lexalytics

- 1.7.1. Automatic Sentiment Monitoring in Comments
- 1.7.2. Personalized Responses to Emotions
- 1.7.3. Predictive Reputation Analysis

1.8. Price and Promotions Optimization with AI through Vendavo

- 1.8.1. Automatic Price Adjustment Based on Predictive Analysis
- 1.8.2. Automatic Generation of Offers Adapted to User Behavior
- 1.8.3. Real-Time Competitive and Price Analysis

1.9. Integration of AI into Existing Marketing Tools

- 1.9.1. Integration of AI Capabilities with Existing Marketing Platforms
- 1.9.2. Optimization of Existing Functionalities
- 1.9.3. Integration with CRM Systems

1.10. Trends and Future of Marketing Automation with AI

- 1.10.1. AI to Improve User Experience
- 1.10.2. Predictive Approach to Marketing Decisions
- 1.10.3. Conversational Advertising



“ *This Postgraduate Certificate is not only presented as an investment in knowledge, but also as the path to become the pioneer that will shape the digital marketing landscape of the future*”

0?

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.



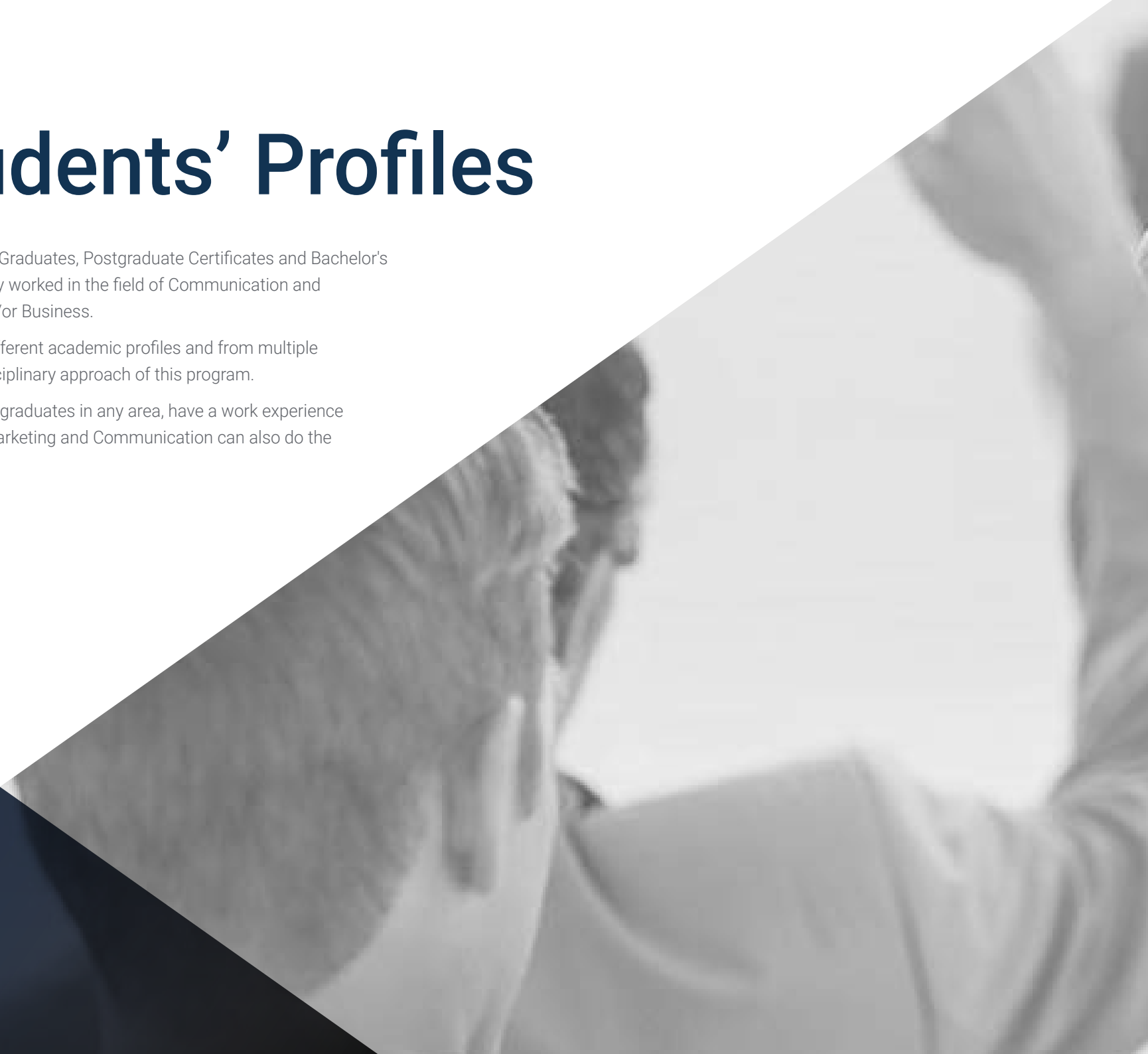
07

Our Students' Profiles

The program is aimed at University Graduates, Postgraduate Certificates and Bachelor's Degree Holders who have previously worked in the field of Communication and Advertising, Computer Science and/or Business.

The diversity of participants with different academic profiles and from multiple nationalities makes up the multidisciplinary approach of this program.

Professionals who, being university graduates in any area, have a work experience of two years in the field of Digital Marketing and Communication can also do the Postgraduate Certificate.





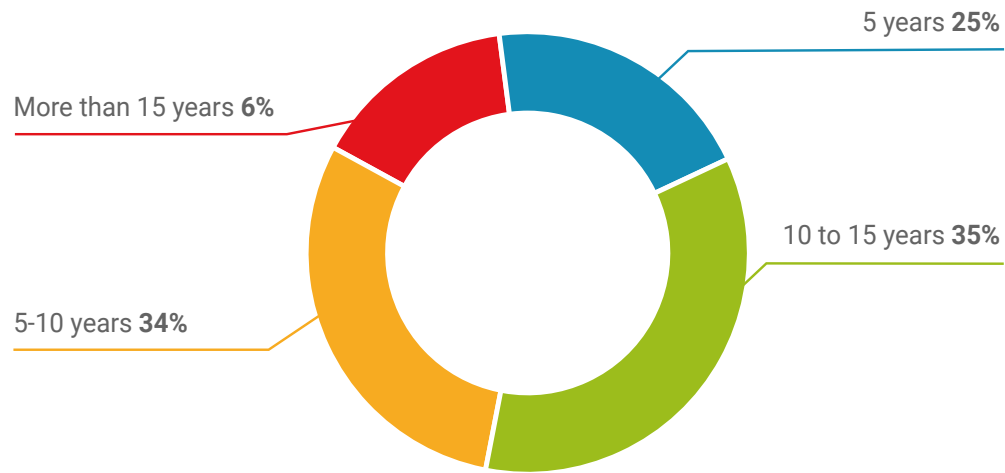
“

You will access the latest innovations in Artificial Intelligence, applied to Digital Marketing Process Optimization, in no less than 180 hours of exclusive resources”

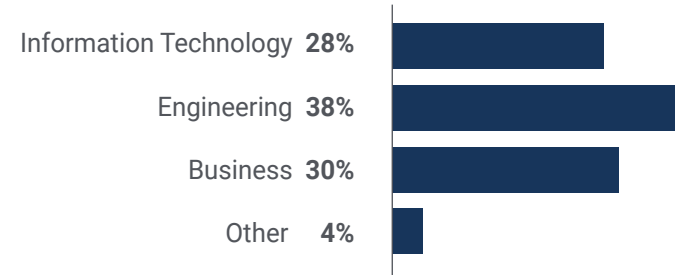
Average Age

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

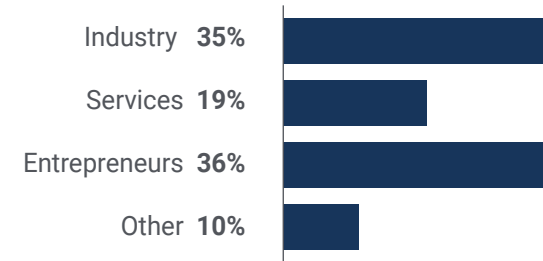
Years of Experience



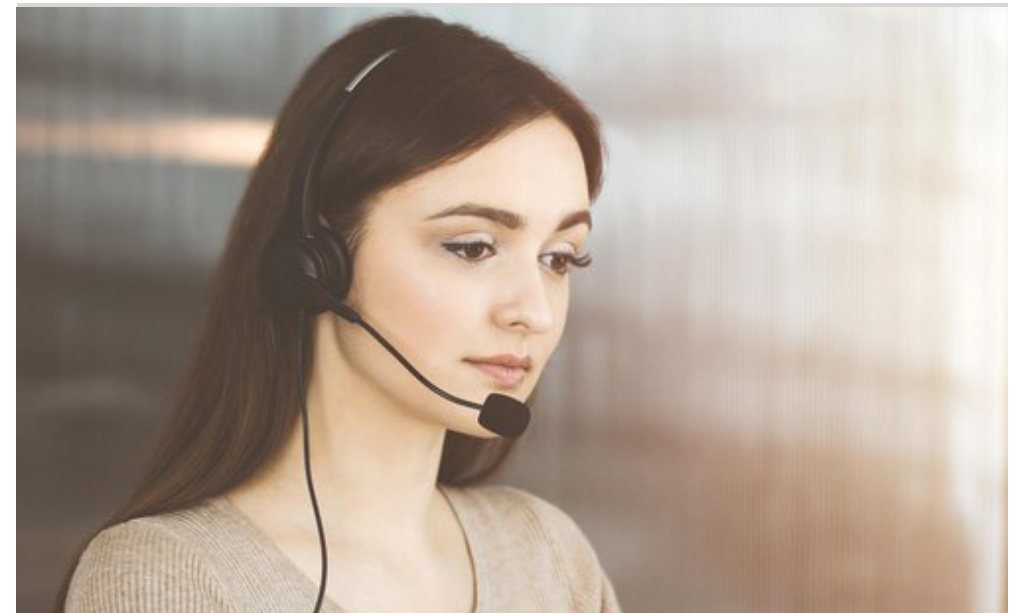
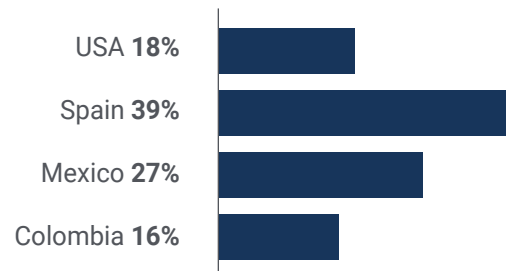
Training



Academic Profile



Geographical Distribution



Blanca Gutiérrez

Coordinator of Digital Marketing

"TECH has shown me that 100% online education was exactly what I needed to expand my knowledge. I must say that this Postgraduate Certificate has been a truly transformative experience for my career. I have not only learned to identify the key areas where AI can optimize and enhance digital marketing processes, but have also provided me with the tools and strategies to improve the efficiency of my campaigns. In short, this program has broadened my vision of how to take advantage of the latest technologies to achieve my business objectives"

08

Course Management

The teachers of this academic program are not only experts in the field, but recognized leaders who combine their vast theoretical knowledge with invaluable practical experience. Coming from various areas of the industry, these professionals will not only teach you the technical foundations of AI applied to marketing, but will share their real experiences and case studies, providing the graduates with a practical and updated perspective. Their commitment will be to guide and challenge to explore the limits of innovation, preparing students to face the challenges of Digital Marketing with confidence and strategic vision.





“

Thanks to the teaching staff, you will be a step forward, taking advantage of the experience and knowledge of the best in the field to promote your own success"

Management



Dr. Peralta Martín-Palomino, Arturo

- ♦ CEO and CTO at Prometheus Global Solutions
- ♦ CTO at Korporate Technologies
- ♦ CTO at AI Shephers GmbH
- ♦ Consultant and Strategic Business Advisor at Alliance Medical
- ♦ Director of Design and Development at DocPath
- ♦ PhD. in Psychology from the University of Castilla La Mancha
- ♦ PhD in Economics, Business and Finance from the Camilo José Cela University
- ♦ PhD in Psychology from the University of Castilla La Mancha
- ♦ Máster in Executive MBA from Universidad Isabel I
- ♦ Master's Degree in Sales and Marketing Management, Isabel I University
- ♦ Expert Master's Degree in Big Data by Hadoop Training
- ♦ Master's Degree in Advanced Information Technologies from the University of Castilla La Mancha
- ♦ Member of: SMILE Research Group



Mr. Sánchez Mansilla, Rodrigo

- ♦ Digital Advisor at AI Shepherds GmbH
- ♦ Digital Account Manager at Kill Draper
- ♦ *Head of Digital* at Kuarere
- ♦ Digital Marketing Manager at Arconi Solutions, Deltoid Energy and Brinergy Tech
- ♦ *Founder and National Sales and Marketing Manager*
- ♦ Master's Degree in Digital Marketing (MDM) by The Power Business School
- ♦ Bachelor's Degree in Business Administration (BBA) from the University of Buenos Aires

Professors

Ms. Parreño Rodríguez, Adelaida

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

Ms. González Risco, Verónica

- ♦ Freelance Digital Marketing Consultant
- ♦ Product Marketing/International Business Development at UNIR - The University on the Internet
- ♦ *Digital Marketing Specialist* at Código Kreativo Comunicación SL
- ♦ Professional Master's Degree in *Online Marketing* and Advertising Management by Indisoft- Upgrade
- ♦ Diploma in Business Studies from the University of Almería

09

Impact on Your Career

We are aware that studying a program like this entails great economic, professional and, of course, personal investment.

The ultimate goal of this great effort should be to achieve professional growth.





“

Become an innovation leader and achieve business success by graduating from the best program in the digital academic landscape”

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

The Postgraduate Certificate in Optimization of Digital Marketing Processes using Artificial Intelligence from TECH is an intensive program that prepares you to face challenges and business decisions in the field of Optimization of Digital Marketing Processes using Intelligence Artificial. Its main objective is to promote your personal and professional growth. Helping them 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.

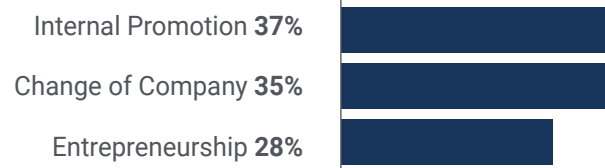
Raise your professional profile by efficiently mastering the technologies of the future with this exclusive university qualification.

TECH has 99% employability among its graduates. Enroll now and excel in the labor market!

When the change occurs



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 training and university and university 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 Optimization of Digital Marketing Processes using 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 Optimization of Digital Marketing Processes using Artificial Intelligence** endorsed by **TECH Global University**, the largest digital university in the world.

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.

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Postgraduate Certificate

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