

Internship Program

Artificial Intelligence in Marketing and Communication



Internship Program
Artificial Intelligence in Marketing
and Communication

Index

01

Introduction

p. 4

02

Why Study an Internship Program?

p. 6

03

Objectives

p. 8

04

Educational Plan

p. 10

05

Where Can I Do the Internship Program?

p. 12

06

General Conditions

p. 14

07

Certificate

p. 16

01 Introduction

Artificial Intelligence (AI) is revolutionizing the field of Marketing and Communication, allowing companies to personalize their strategies more effectively. According to a Gartner report, 80% of interactions between brands and consumers are expected to be managed by AI. In fact, predictive analytics tools and chatbots are optimizing customer service and improving audience segmentation. For this reason, TECH has created this program, in which in 3 weeks specialists will be integrated into a team specialized in Artificial Intelligence applied to Marketing and Communication to get up to date on the latest developments and technologies available, therefore being able to bring them to their own daily practice in a comprehensive and efficient way.



With this Internship Program, you will acquire skills to apply AI tools that optimize audience segmentation, improving the personalization of campaigns”





Artificial Intelligence tools are facilitating the analysis of large volumes of data, which allows segmenting audiences with unprecedented precision. In addition, automated content generation is gaining popularity, with models that create everything from social media posts to email marketing campaigns. This advancement not only optimizes efficiency, but also improves the customer experience by delivering more relevant and timely messages.

As the best way to perfect these skills is through practice, TECH has designed a program that consists of a stay in a clinical center of reference in the field of Artificial Intelligence in Marketing and Communication. Therefore, over 3 weeks, graduates will become part of a team of specialists of the highest level, with whom he will work actively in the development of creative projects, branding and Digital Marketing. In this way, they will be able to get up to date, not only with the most effective strategies, but will be able to implement into their praxis skills for the creation of automated content and the use of chatbots, improving customer service for greater efficiency and effectiveness in marketing strategies.

During your stay, you will be supported by an assistant tutor, who will ensure that all the requirements for which this Internship Program has been designed are met. On this basis, specialists will work with total guarantee and security in the handling of the most innovative technology, as well as in the use of the techniques and tools that have had the best results to date.

02

Why Study an Internship Program?

Taking this Internship Program in Artificial Intelligence in Marketing and Communication is essential in an increasingly digital and competitive work environment. During 3 intensive weeks, they will be integrated into a multidisciplinary work team, where they will see firsthand the Artificial Intelligence tools that optimize Marketing strategies, improve audience segmentation and enhance the personalization of communication. In this way, this is a unique academic opportunity that not only revolutionizes traditional pedagogical systems, but also puts specialists at the center of the equation to offer learning with real utility and adapted to their needs.



In an increasingly competitive work environment, having this Internship Program will become a significant advantage to stand out in the market"

1. Updating from the latest technology available

Generative AI solutions, such as GPT and DALL-E language models, enable the automated creation of highly personalized content, improving the efficiency of Marketing campaigns. In addition, advanced predictive analytics and Machine Learning tools help companies predict consumer behaviors and make more informed decisions in real time. Natural Language Processing (NLP) technologies are also being used to enhance chatbots and virtual assistants, ensuring a smoother and more personalized user experience when communicating with customers.

2. Gaining in-depth knowledge from the experience of top specialists

The large team of professionals that will accompany the specialist throughout the practical period is a first-class and an unprecedented guarantee of updating. With a specifically designated tutor, students will be able to see real patients in a state-of-the-art environment, which will allow them to incorporate the most effective procedures and approaches in Artificial Intelligence in Marketing and Communication into their daily practice.

3. Entering first-class professional environments

TECH carefully selects all available centers for Internship Programs. Thanks to this, specialists will have guaranteed access to a prestigious clinical environment in the area of Artificial Intelligence in Marketing and Communication. In this way, they will be able to experience the day-to-day of a demanding, rigorous and exhaustive area of work, always applying the latest strategies and tools in their work methodology.



4. Putting the acquired knowledge into daily practice from the very first moment

The academic market is plagued by teaching programs that are poorly adapted to the daily work of the specialist and that require long teaching hours, often not very compatible with personal and professional life. TECH offers a new learning model, 100% practical, that allows them to get in front of state-of-the-art procedures in the field of Artificial Intelligence applied to Marketing and Communication and, best of all, to put it into professional practice in just 3 weeks.

5. Opening the door to new opportunities

By adopting AI tools, professionals can develop more effective campaigns, anticipate market trends and proactively respond to customer needs. In addition, companies that implement AI solutions can improve operational efficiency, reduce costs and increase their competitiveness in a crowded marketplace. This innovative approach not only opens new doors for professional growth and value creation, but also promotes a more agile and adaptive business culture.



*You will have full practical immersion
at the center of your choice"*

03

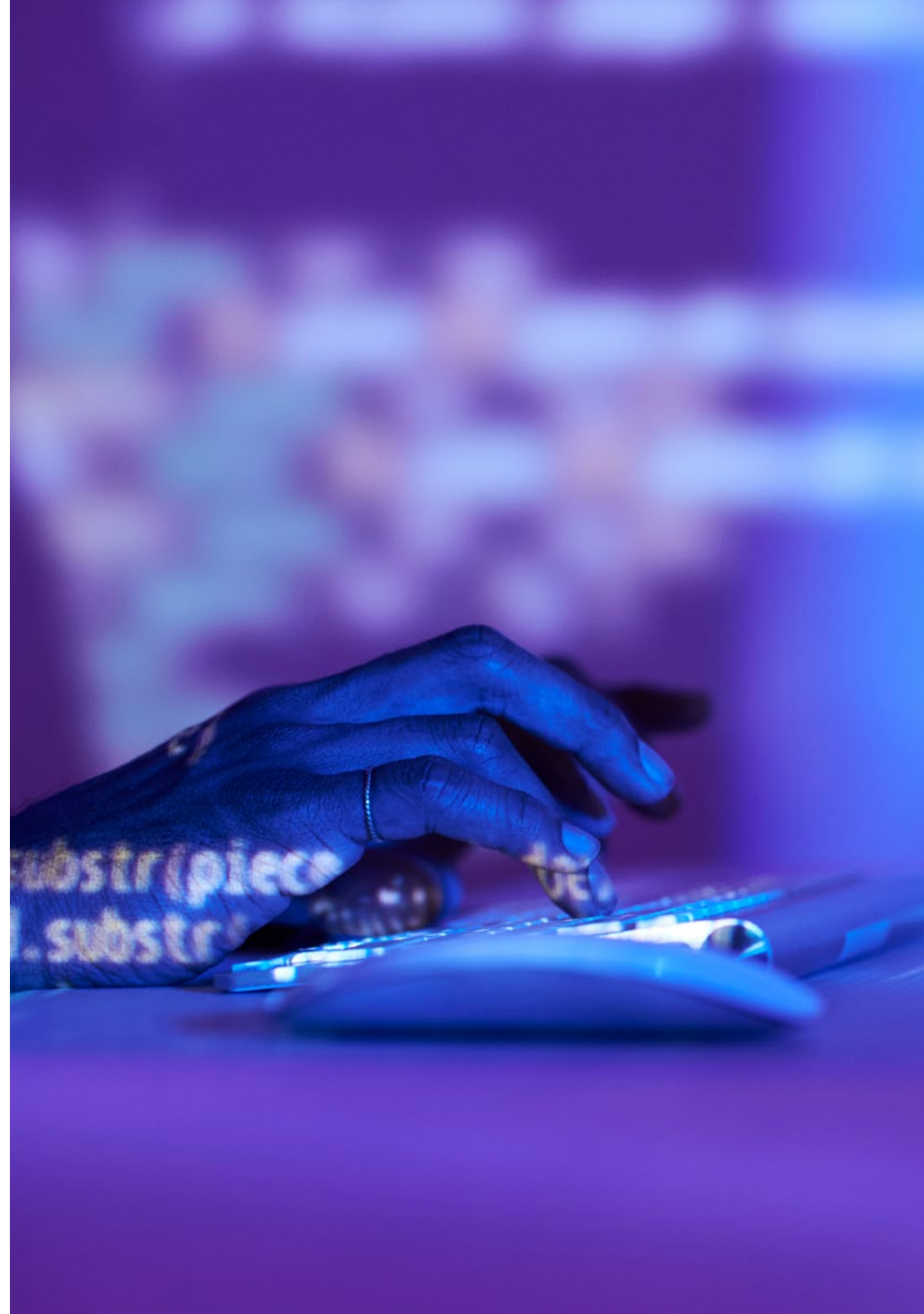
Objectives

The objectives of the university program will be to provide a deep understanding of how AI can transform marketing strategies and optimize customer communication. Therefore, specific skills will be developed, such as data analysis and process automation, so that professionals can design more effective and personalized campaigns. Another key objective will be to foster creativity in the application of emerging technologies, enabling graduates to develop innovative solutions that respond to market needs.



General Objectives

- Understand the fundamentals of Artificial Intelligence in the Marketing context
- Learn how to use AI tools for audience segmentation
- Develop skills in automated content creation
- Apply data analytics techniques to improve decision making
- Optimize marketing campaigns through personalization
- Encourage creativity in the design of communication strategies
- Evaluate the performance of AI-based campaigns
- Identify emerging trends in Digital Marketing
- Addressing ethical and privacy issues in data use
- Implement innovative solutions that increase operational efficiency





Specific Objectives

- Analyze success stories in the application of AI in Marketing
- Become familiar with data analysis and metrics tools
- Create customer profiles using segmentation techniques
- Develop chatbots to improve customer service
- Implement email automation strategies
- Design advertising campaigns based on behavioral data
- Learn to interpret results and generate reports
- Perform A/B testing to optimize campaigns
- Investigate the use of AI in social networks
- Explore Machine Learning techniques for predictive analytics
- Integrate AI into Customer Relationship Management (CRM)
- Develop visual content using AI tools
- Apply AI-based SEO optimization techniques
- Establish performance metrics for AI campaigns
- Collaborate on group projects to strengthen practical skills
- Learn about data protection rules and regulations
- Study the impact of AI on customer experience
- Perform campaign simulations using AI
- Identify opportunities for innovation through AI
- Share experiences and best practices in the use of AI in Marketing

04

Educational Plan

The Internship Program in Artificial Intelligence in Marketing and Communication consists of a practical specialization in a prestigious company, lasting 3 weeks, from Monday to Friday and with 8 consecutive hours of practical qualification, always with an assistant specialist. This internship will allow them to develop Artificial Intelligence projects to be applied in Marketing and Communication, together with a team of professionals of reference, applying the most innovative techniques and planning strategies with the best results today.

In this specialization proposal, of a completely practical nature, the activities are aimed at developing and perfecting the skills necessary for the development of Artificial Intelligence projects in areas and conditions that require a high level of qualification, and are oriented towards specific qualification for the exercise of the activity. It is, without a doubt, an opportunity to learn by working.

The practical part will be carried out with the active participation of students performing the activities and procedures of each area of competence (learning to learn and learning to do), with the accompaniment and guidance of teachers and other fellow students that facilitate teamwork and multidisciplinary integration as transversal competencies for the praxis of the application of Artificial Intelligence in Marketing and Communication (learning to be and learning to relate).

The procedures described below will be the basis of the practical part of the program, and their implementation will be subject to the center's own availability and workload, the proposed activities being the following:





Module	Practical Activity
Development of Digital Marketing Strategies with AI	Implementing AI solutions to personalize user experiences in digital campaigns
	Apply Machine Learning algorithms to optimize audience segmentation
	Use predictive analytics tools to identify consumer trends
	Evaluate the impact of AI on the performance of digital ad campaigns
Chatbots and Virtual Assistants Management	Develop and configure chatbots to improve customer care
	Integrate virtual assistants into Digital Marketing platforms
	Optimize chatbots performance through conversational data analysis
	Adapt chatbots to automate sales and after-sales service processes
Programmatic Advertising Automation and Optimization	Set up programmatic advertising campaigns using AI tools
	Automatically monitor and adjust advertising bids based on real-time data
	Optimize advertising ROI through predictive modeling
	Conduct performance analysis of AI-based advertising campaigns
Data Analytics and Strategic Decision Making	Analyze large volumes of Marketing data to extract strategic insights
	Apply Big Data techniques to target and personalize advertising campaigns
	Use AI to generate automated performance and optimization reports
	Make strategic decisions based on AI-generated data analysis

05

Where Can I Do the Internship Program?

In its maxim of offering quality education within the reach of most people, TECH has decided to broaden the academic horizons so that this program can be provided in various centers around the country. Therefore, this is a unique opportunity that will allow professionals to continue to grow their career alongside the best specialists in the sector in various referral companies.




The internship will not only reinforce the theoretical knowledge acquired, but also promote your creativity and innovation, preparing you to face the challenges of today's digital environment"





Artificial Intelligence in Marketing | 13 **tech** and Communication

The student will be able to do this program at the following centers:



Hanson* | Agencia Creativa

Country	City
Spain	Santa Cruz de Tenerife

Address: Rambla de Santa Cruz, 108 cp 38004

Advertising and Marketing Agency

Related internship programs:
- Artificial Intelligence in Marketing and Communication

“Enroll now and advance in a practical way in your field of work”

06

General Conditions

Civil Liability Insurance

This institution's main concern is to guarantee the safety of the students and other collaborating agents involved in the internship process at the company. Among the measures dedicated to achieve this is the response to any incident that may occur during the entire teaching-learning process.

To this end, this entity commits to purchasing a civil liability insurance policy to cover any eventuality that may arise during the course of the internship at the center.

This liability policy for interns will have broad coverage and will be taken out prior to the start of the Internship Program period. That way professionals will not have to worry in case of having to face an unexpected situation and will be covered until the end of the internship program at the center.



General Conditions of the Internship Program

The general terms and conditions of the internship agreement for the program are as follows:

1. TUTOR: During the Internship Program, students will be assigned with two tutors who will accompany them throughout the process, answering any doubts and questions that may arise. On the one hand, there will be a professional tutor belonging to the internship center who will have the purpose of guiding and supporting the student at all times. On the other hand, they will also be assigned with an academic tutor, whose mission will be to coordinate and help the students during the whole process, solving doubts and facilitating everything they may need. In this way, the student will be accompanied and will be able to discuss any doubts that may arise, both clinical and academic.

2. DURATION: The internship program will have a duration of three continuous weeks, in 8-hour days, 5 days a week. The days of attendance and the schedule will be the responsibility of the center and the professional will be informed well in advance so that they can make the appropriate arrangements.

3. ABSENCE: If the students does not show up on the start date of the Internship Program, they will lose the right to it, without the possibility of reimbursement or change of dates. Absence for more than two days from the internship, without justification or a medical reason, will result in the professional's withdrawal from the internship, therefore, automatic termination of the internship. Any problems that may arise during the course of the internship must be urgently reported to the academic tutor.

4. CERTIFICATION: Professionals who pass the Internship Program will receive a certificate accrediting their stay at the center.

5. EMPLOYMENT RELATIONSHIP: The Internship Program shall not constitute an employment relationship of any kind.

6. PRIOR EDUCATION: Some centers may require a certificate of prior education for the Internship Program. In these cases, it will be necessary to submit it to the TECH internship department so that the assignment of the chosen center can be confirmed.

7. DOES NOT INCLUDE: The Internship Program will not include any element not described in the present conditions. Therefore, it does not include accommodation, transportation to the city where the internship takes place, visas or any other items not listed.

However, students may consult with their academic tutor for any questions or recommendations in this regard. The academic tutor will provide the student with all the necessary information to facilitate the procedures in any case.

07 Certificate

This **Internship Program in Artificial Intelligence in Marketing and Communication** contains the most complete and up-to-date program in the professional and academic landscape.

After the student has passed the assessments, they will receive their corresponding Internship Program diploma issued by TECH Technological University via tracked delivery*.

The diploma issued by TECH will reflect the grade obtained in the test.

Title: **Internship Program in Artificial Intelligence in Marketing and Communication**

Duration: **3 weeks**

Attendance: **Monday to Friday, 8-hour shifts, consecutive shifts**



future
health confidence people
education information tutors
guarantee accreditation teaching
institutions technology learning
community commitment
personalized service innovation
knowledge present quality
online training
development languages
virtual classroom

tech technological
university

Internship Program
Artificial Intelligence in Marketing
and Communication

Internship Program

Artificial Intelligence in Marketing and Communication