

Postgraduate Certificate

Application of Artificial Intelligence to Improve User Experience in Digital Marketing



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

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

Website: www.techtute.com/us/artificial-intelligence/postgraduate-certificate/application-artificial-intelligence-improve-user-experience-digital-marketing

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01

Introduction

The application of Artificial Intelligence in Digital Marketing offers a number of significant benefits to improve user experience. Indeed, thanks to advanced machine learning algorithms, companies can analyze large volumes of data to better understand user preferences and behaviors. This enables precise personalization of content and offers, which increases the relevance and impact of advertising campaigns. In addition, AI can automate processes such as audience segmentation, sending personalized messages and optimizing campaigns in real time. For this reason, TECH has implemented this 100% online program, which relies on the revolutionary Relearning methodology, ensuring a complete understanding of the topics covered.





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The integration of Artificial Intelligence will allow you to integrate a more satisfying user experience, strengthening the relationship between your brand and your customers. With content based on the innovative Relearning method!”

By analyzing large volumes of data, Artificial Intelligence enables precise and dynamic personalization of content and recommendations, adapting to the interests and needs of each individual. In this sense, AI algorithms can predict behaviors and preferences, thus optimizing marketing strategies and improving the relevance of interactions. This leads to greater efficiency in message delivery, increasing customer retention, loyalty and the success of digital campaigns.

In this context, TECH has designed this Postgraduate Certificate in Application of Artificial Intelligence to Improve User Experience in Digital Marketing. In this way, professionals will be able to use Artificial Intelligence to adapt the user experience according to their behavior and preferences, allowing a more effective and relevant communication. In addition, the optimization of navigation and usability of the website will be addressed, through predictive analysis of user behavior and process automation.

Likewise, the implementation of personalized offers and product recommendations will be explored, as well as the automation of tracking and retargeting, applying advanced Digital Marketing strategies. Customer satisfaction will also be tracked and predicted through sentiment analysis with AI tools and tracking of key metrics, providing a holistic view of performance and enabling informed decision making. Finally, the development and training of chatbots for customer service, survey automation and satisfaction questionnaires will be explored.

As such, this online educational program promises to be freely accessible from anywhere and at any time. In fact, only an electronic device with an Internet connection is needed for graduates to have at their fingertips all the essential materials and resources to successfully complete the course. Moreover, it is based on the Relearning methodology, which focuses on the repetition of key concepts to facilitate optimal understanding and absorption of the content.

This **Postgraduate Certificate in Application of Artificial Intelligence to Improve User Experience in Digital Marketing** contains the most complete and up-to-date program on the market. The most important features include:

- The development of case studies presented by experts in Application of Artificial Intelligence to Improve User Experience in Digital Marketing
- The graphic, schematic and eminently practical contents with which it is conceived gather scientific and practical information on those disciplines that are indispensable for professional practice
- Practical exercises where the self-assessment process can be carried out to improve learning
- Its special emphasis on innovative methodologies
- Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- Content that is accessible from any fixed or portable device with an Internet connection



This 100% online Postgraduate Certificate will provide you with comprehensive training on the latest techniques and tools to personalize and optimize your interaction with users. Enroll now!"

“*Through didactic materials at the forefront of technology and education, you will implement personalized offers and product recommendations, automating tracking and retargeting”*

You will address the optimization of navigation and usability of your website, using predictive analytics techniques of user behavior and process automation.

You will use real-time feedback integration, using platforms such as Itercom and Chatfuel, to continuously and proactively improve the user experience.

The program's teaching staff includes professionals from the field who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to learn in real situations.

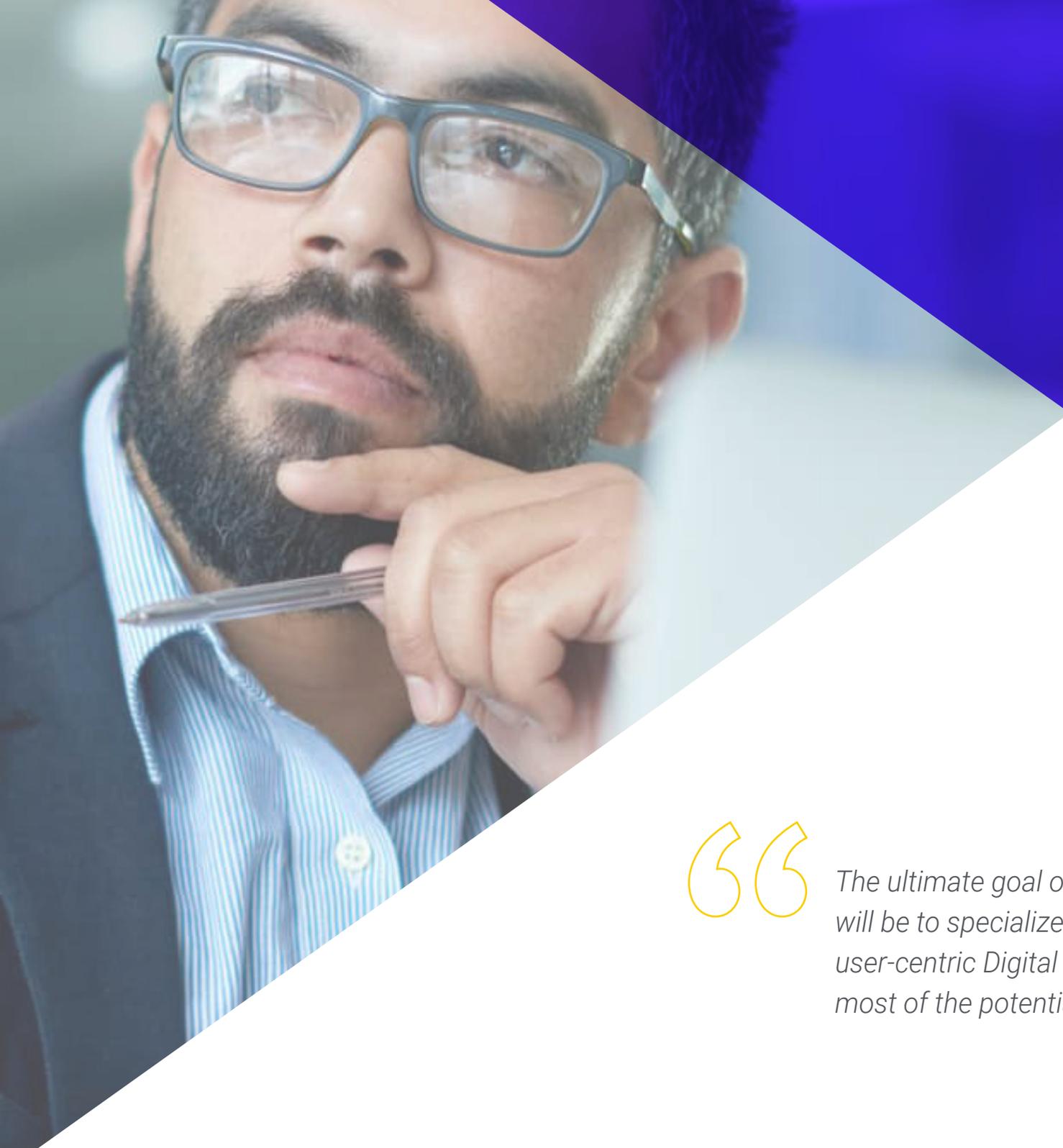
This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the course. For this purpose, the students will be assisted by an innovative interactive video system created by renowned and experienced experts.



02

Objectives

This Postgraduate Certificate will provide graduates with a deep and practical understanding of how Artificial Intelligence can be effectively applied to improve the user experience in the field of Digital Marketing. In this way, students will acquire the necessary skills to personalize the user experience, according to their behavior and preferences, optimizing the navigation and usability of the website. In addition, they will implement personalized offers and product recommendations, tracking and predicting customer satisfaction through sentiment analysis.



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The ultimate goal of this Postgraduate Certificate will be to specialize you to design more effective and user-centric Digital Marketing strategies, making the most of the potential of Artificial Intelligence”



General Objectives

- ◆ Implement Artificial Intelligence applications in Digital Marketing and e-commerce to improve the efficiency and effectiveness of strategies
- ◆ Improve user experience in Digital Marketing by using Artificial Intelligence for dynamic personalization of websites, applications and content
- ◆ Implement Artificial Intelligence systems for the automation of e-Commerce processes, from inventory management to customer service
- ◆ Research and apply predictive AI models to identify emerging trends in the marketplace and anticipate customer needs
- ◆ Collaborate on cross-functional projects to integrate Artificial Intelligence solutions with existing Digital Marketing platforms and develop new strategies
- ◆ Evaluate the impact of Artificial Intelligence technologies on Digital Marketing and e-commerce, both from a business and ethical perspective





Specific Objectives

- ◆ Personalize user experience based on user behavior and preferences using Artificial Intelligence
- ◆ Optimize website navigation and usability using Artificial Intelligence, including predictive analytics of user behavior and process automation
- ◆ Implement personalized offers and product recommendations, automating tracking and retargeting, as well as customer service optimization
- ◆ Track and predict customer satisfaction using sentiment analysis with AI tools and tracking of key metrics
- ◆ Develop and train chatbots for customer service with Itercom, automating satisfaction surveys and questionnaires, as well as integrating real-time feedback
- ◆ Automate responses to frequent queries with Chatfuel, including competitive analysis and AI query/response generation

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You will effectively personalize the user experience through intelligent data analysis, dynamically adapting strategies and content based on individual behavior and preferences”

03

Course Management

The faculty of this Postgraduate Certificate are true experts at the intersection of Artificial Intelligence and Digital Marketing, with extensive experience in both industry and academic research. In addition, they know the latest trends and technologies in Artificial Intelligence and a solid understanding of the fundamental principles of Digital Marketing and user experience. As such, they are committed to providing quality teaching, using innovative pedagogical approaches and relevant case studies.





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The faculty of this academic program will provide you with the practical skills and theoretical knowledge you need to excel in this constantly evolving field”

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 the University of Castilla La Mancha
- ♦ Master 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



Ms. Martínez Cerrato, Yésica

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

Mr. Nájera Puente, Juan Felipe

- ♦ Data Analyst and Data Scientist
- ♦ Director of Studies and Research at the Council for Quality Assurance in Higher Education
- ♦ 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

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

04

Structure and Content

This Postgraduate Certificate will offer a thorough exploration of the fundamental techniques and tools to optimize the interaction between users and digital platforms. From dynamic content personalization to process automation, professionals will acquire the skills to adapt Digital Marketing strategies according to individual user behavior and preferences. In addition, they will delve into predictive analysis of user behavior, the implementation of personalized offers and the use of advanced chatbots, to improve customer service.

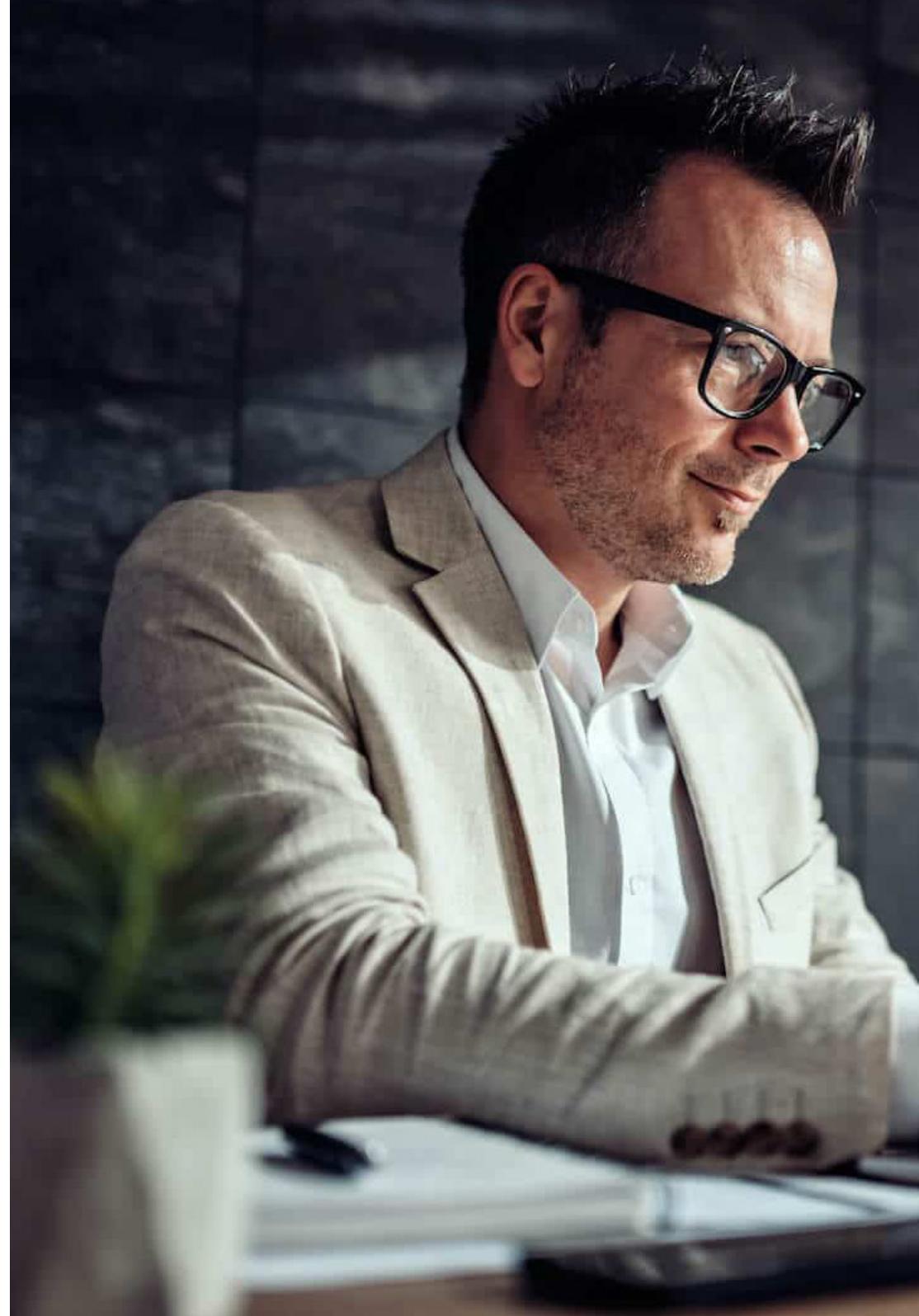


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Thanks to an extensive library of innovative multimedia resources, you will cover the tracking and analysis of key metrics for your customer satisfaction”

Module 1. Artificial Intelligence and User Experience in Digital Marketing

- 1.1. Personalization of the User Experience based on Behavior and Referrals
 - 1.1.1. Personalization of Content thanks to Artificial Intelligence
 - 1.1.2. Virtual Assistants and Chatbots with Cognigy
 - 1.1.3. Intelligent Recommendations
- 1.2. Optimization of Web Site Navigation and Usability using Artificial Intelligence
 - 1.2.1. Optimization of the User Interface
 - 1.2.2. Predictive Analysis of User Behavior
 - 1.2.3. Automation of Repetitive Processes
- 1.3. Virtual Assistance and Automated Customer Support with Dialogflow
 - 1.3.1. Artificial Intelligence Sentiment and Emotion Analysis
 - 1.3.2. Problem Detection and Prevention
 - 1.3.3. Automation of Customer Support with Artificial Intelligence
- 1.4. Artificial Intelligence and Personalization of the Customer Experience with Zendesk Chat
 - 1.4.1. Personalized Product Recommender
 - 1.4.2. Personalized Content and Artificial Intelligence
 - 1.4.3. Personalized communication
- 1.5. Real-time Customer Profiling
 - 1.5.1. Personalized Offers and Promotions
 - 1.5.2. User Experience Optimization
 - 1.5.3. Advanced Audience Segmentation
- 1.6. Personalized Offers and Product Recommendations
 - 1.6.1. Tracking and Retargeting Automation
 - 1.6.2. Personalized Feedback and Surveys
 - 1.6.3. Customer Service Optimization
- 1.7. Customer Satisfaction Tracking and Forecasting
 - 1.7.1. Sentiment Analysis with Artificial Intelligence Tools
 - 1.7.2. Tracking of Key Customer Satisfaction Metrics
 - 1.7.3. Feedback Analysis with Artificial Intelligence Tools



- 1.8. Artificial Intelligence and Chatbots in Customer Service with Ada Support
 - 1.8.1. Detection of Dissatisfied Customers
 - 1.8.2. Predicting Customer Satisfaction
 - 1.8.3. Personalization of Customer Service with Artificial Intelligence
- 1.9. Development and Training of Chatbots for Customer Service with Itercom
 - 1.9.1. Automation of Surveys and Satisfaction Questionnaires
 - 1.9.2. Analysis of Customer Interaction with the Product/Service
 - 1.9.3. Real-time Feedback Integration with Artificial Intelligence
- 1.10. Automation of Responses to Frequent Inquiries with Chatfuel
 - 1.10.1. Competitive Analysis
 - 1.10.2. Feedbacks and Responses
 - 1.10.3. Generation of Queries/Responses with Artificial Intelligence Tools

“ You will delve into techniques for integrating real-time feedback, giving you a solid foundation for designing exceptional and profitable digital experiences”

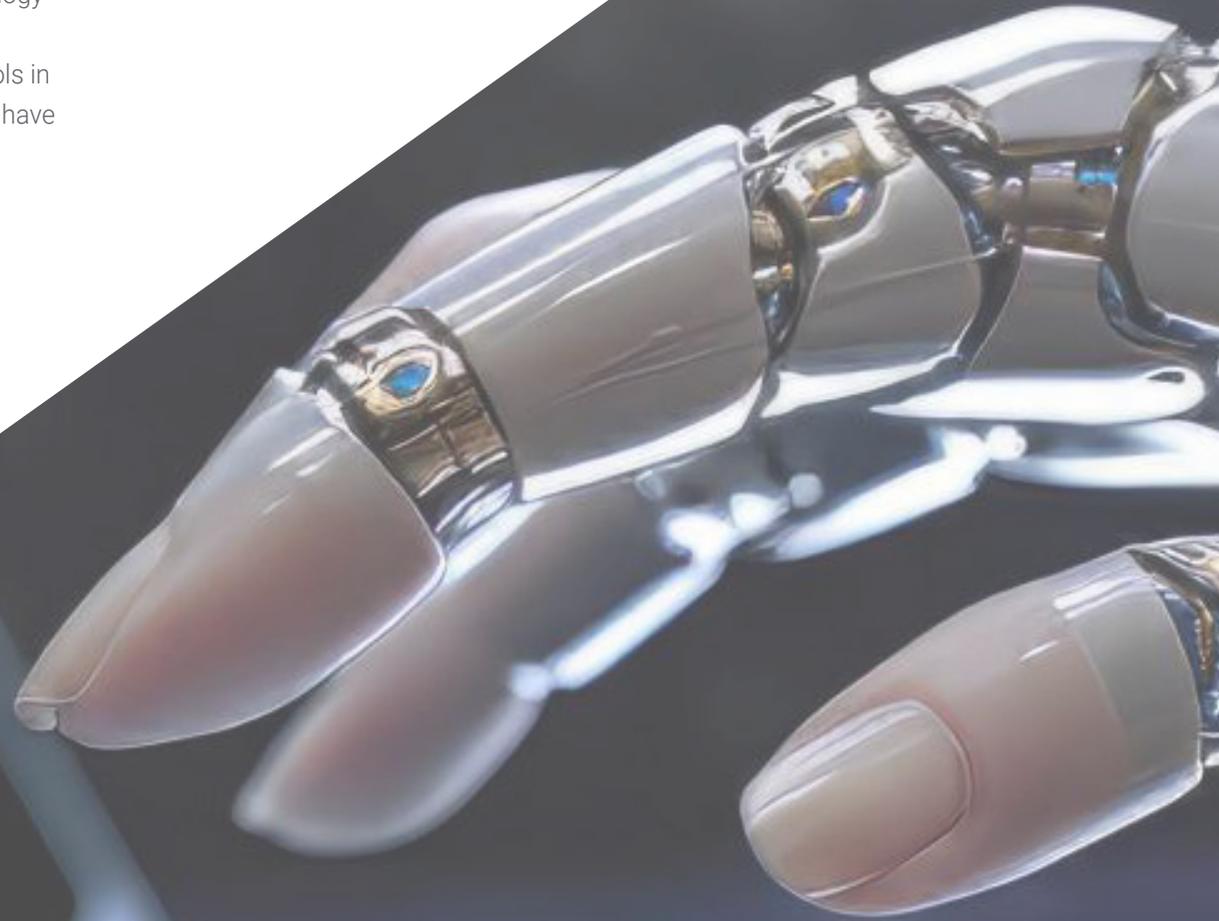


05

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.





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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"

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”



You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.



A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. 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 professional reality is taken into account.

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

The student will learn to solve complex situations in real business environments through collaborative activities and real cases.

The case method has been the most widely used learning system among the world's leading Information Technology 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 that you are presented with in the case method, an action-oriented learning method. Throughout the course, students will be presented with multiple real cases. They will have to combine all their knowledge and research, and 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.

In 2019, we obtained the best learning results of all online universities in the world.

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 university is the only one in the world authorized to employ 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.

This methodology has 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, and financial markets and 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 training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for 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.



Practising Skills and Abilities

They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



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 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.



06

Certificate

The Postgraduate Certificate in Application of Artificial Intelligence to Improve User Experience in Digital Marketing guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.





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

This private qualification will allow you to obtain a **Postgraduate Certificate in Application of Artificial Intelligence to Improve User Experience in Digital Marketing** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** private qualification is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

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