Postgraduate Certificate
Digital Content Generation with Artificial Intelligence

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Postgraduate Certificate
Digital Content Generation with Artificial Intelligence

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

Website: **www.techtitute.com/in/artificial-intelligence/postgraduate-certificate/digital-content-generation-artificial-intelligence**

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Introduction

In a business context in which competitiveness prevails, communication specialists apply Artificial Intelligence (AI) to their content generation processes to differentiate themselves from the rest. These systems, in turn, help to automate tedious tasks, including drafting abstracts, reporting or transcription from voice to text. This gives professionals more time to focus on more strategic and creative activities. However, to enjoy these benefits, it is essential that experts have a thorough knowledge about the application of Artificial Intelligence to this field of information. To help them, TECH implements an online program that will delve into the elaboration of content generated by Intelligent Computing.

"

You will create the most dazzling videos to surprise the public and achieve greater brand reach on social media"

Images are optimal tools for engaging consumers. That's why professionals use Intelligent Processing mechanisms, including algorithms. In this way, communicators use high-resolution graphics and implement them in their advertising campaigns on social media or websites, as well as to launch promotional materials. In addition, Artificial Intelligence is useful to publish content automatically in response to real-time events or to conceive regular visual information (such as news charts, data reports or infographics).

Aware of its importance, TECH has created an innovative program aimed at professionals who wish to have a wide range of tools for the generation of audiovisual resources by applying Machine Learning. The syllabus will explore how to personalize information according to the different audiences to which the institutions want to address themselves. Also, the syllabus will delve into the generation of videos, texts and photographs for publication in both blogs and social media. On the other hand, the teaching materials will promote a responsible use of intelligent systems so that graduates stand out for their professional ethics. The university program will include analysis of real success cases in this specialization, which will help students to learn valuable lessons.

This academic itinerary offers an advanced syllabus that brings the most up-to-date information in this communicative area, accompanied by first-class pedagogical material (including interactive summaries, In Focus videos or specialized readings). In addition, thanks to the Relearningmethod, employed by TECH, students will not have to dedicate a lot of hours in the study or memorization: this system the continuous reiteration of key concepts will allow you to consolidate the most outstanding subjects. This academic institution provides an excellent opportunity to carry out an effective update in Digital Content Generation with Artificial Intelligence through a flexible program.

The **Postgraduate Certificate in Digital Content Generation with Artificial Intelligence** contains the most complete and up-to-date program on the market. Its most notable features are:

- The development of case studies presented by experts in Artificial Intelligence in Marketing and Communication
- The graphic, schematic and eminently practical content of the system provides complete and practical information on those disciplines that are essential 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

You will evaluate and measure the impact of the content generated through the most advanced systems of Artificial Intelligence"

You will evaluate and measure the impact of the content generated through the most advanced systems of Artificial Intelligence.

" *You'll master Prompt Engineering at ChatGTP to improve the quality of consumer responses"*

Thanks to the Relearning system that TECH uses in its programs you will reduce the long hours of study and memorization.

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 academic year For this purpose, the students will be assisted by an innovative interactive video system created by renowned and experienced experts.
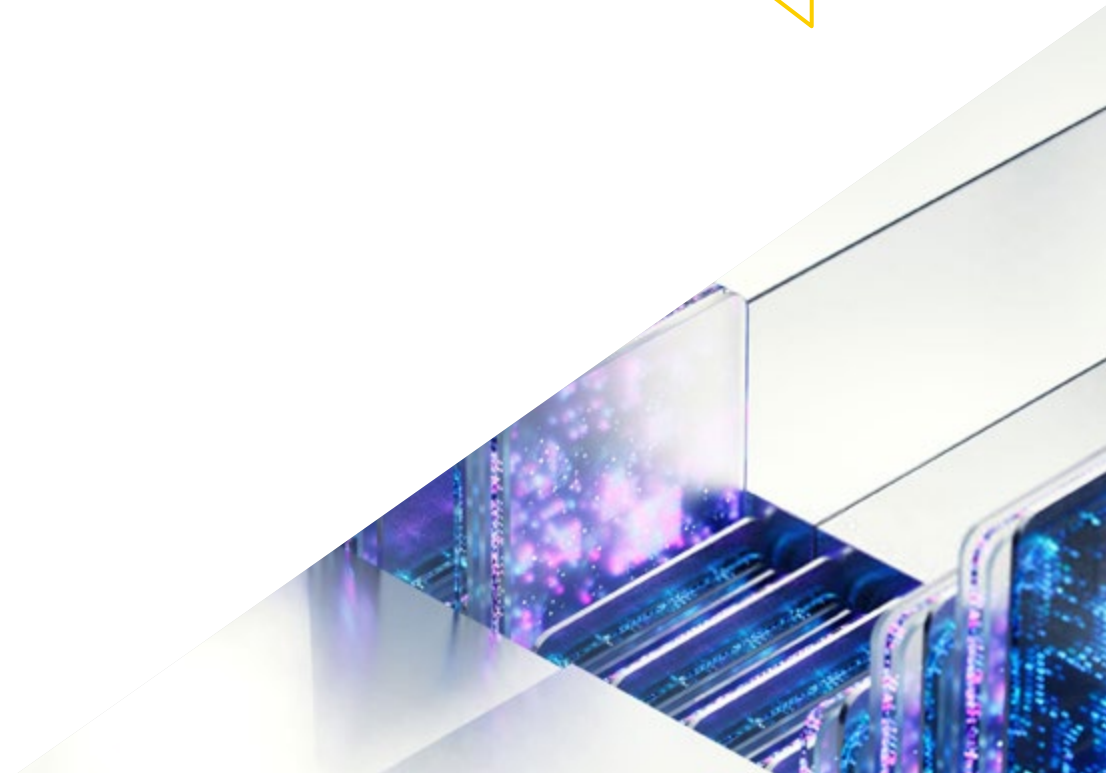
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Objectives

This Postgraduate Certificate, lasting 6 weeks, will make students authentic experts in the generation of digital content with artificial intelligence. Graduates will master the techniques of *Prompt* Engineering in ChatGPT to obtain specific results in the generation of materials in various formats (such as texts, videos or images). Similarly, experts will apply cutting-edge tools such as Midjourney and DALL-E to create highly impactful visual resources. Professionals will also keep abreast of future trends in this field to produce the most exclusive goods or services and differentiate themselves from the rest.

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The skills you will acquire after completing this Postgraduate Certificate will guide you towards personalizing content to different audiences"

General Objectives

- Understand the fundamentals of how AI is transforming Digital Marketing strategies
- Develop, integrate and manage chatbots and virtual assistants to improve customer interactions
- Delve into the automation and optimization of online ad buying through programmatic advertising with AI
- Interpret large volumes of data for strategic decision making in Digital Marketing
- Apply AI to email marketing strategies for personalization and campaign automation
- Explore emerging trends in AI for Digital Marketing and understand their potential impact on the industry

Specific Objectives

- Master AI systems for SEO and SEM optimization
- Execute Predictive Analytics and using Big Data in Digital Marketing
- Use Email Marketing for Personalization and Automation in Campaigns
- Analyze future trends in AI for Digital Marketing

Take the opportunity to learn about the latest advances in this field in order to apply it to your daily practice"

Course Management

For TECH it is essential to have the best experts in each of its university programs, to ensure that its students receive the most relevant and high quality information. For this reason, this Postgraduate Certificate has a teaching staff of first level. These professionals have a solid experience in Digital Content Generation with Machine Learning. Their vision on this area and the possibilities that exist today mark the didactic contents that make up this innovative program. In addition, thanks to the proximity of these specialists, students will be able to solve any doubts that are presented during their study.

"
The diversity of talents and knowledge of the teaching staff will generate a dynamic learning environment"

Management

Dr. Peralta Martín-Palomino, Arturo

- CEO and CTO at Prometeus 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
- Ph.D. in Psychology from the University of Castilla - La Mancha
- Ph.D. in Economics, Business and Finance from the Camilo José Cela University
- Ph.D. in Psychology from University of Castilla – La Mancha
- Professional Master's Degree in Executive MBA by the Isabel I University
- Professional Master's Degree in Sales and Marketing Management, Isabel I University
- Expert Master's Degree in Big Data by Hadoop Training
- Professional Master's Degree in Advanced Information Technologies from the University of Castilla - La Mancha
- Member of: SMILE Research Group

Mr. Sánchez Mansilla, Rodrigo

- Specialist in Digital Marketing
- *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*
- Professional Master's Degree in Digital Marketing (MDM) from The Power Business School
- Bachelor in Business Administration (BBA) from the University of Buenos Aires

Professors

Ms. González Risco, Verónica

- Specialist in Digital Marketing
- *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
- Postgraduate Certificate in Business Administration from the University of Almeria

Ms. Parreño Rodríguez, Adelaida

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

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Structure and Content

Through a comprehensive module, students will be immersed in the creativity driven by Machine Learning. The syllabus will focus on creating content in various formats, including text, images and videos. These resources will allow graduates to improve their relationships with users, while offering engaging publications aimed at attracting their attention. In addition, the syllabus will cover from *Prompt* Engineering in ChatGTP to ethics in the generation of information. In this way, students will learn to use advanced tools such as Midjourney or Fliki to design impactful and personalized materials.

Studying through videos, interactive summaries or evaluation tests will assimilate all knowledge in a fast and enjoyable way"

Module 1. Content Generation with AI

1.1.   Prompt Engineering in ChatGPT
    1.1.1.   Improving the Quality of the Generated Content
    1.1.2.   Strategies to Optimize Model Performance
    1.1.3.   Designing Effective Prompts

1.2.   AI Image Generation Tools
    1.2.1.   Object Recognition and Generation
    1.2.2.   Applying Custom Styles and Filters to Images
    1.2.3.   Methods to Improve the Visual Quality of Images

1.3.   Creating Videos with AI
    1.3.1.   Tools to Automate Video Editing
    1.3.2.   Voice Synthesis and Automatic Dubbing
    1.3.3.   Techniques for Object Tracking and Animation

1.4.   Text Generation with AI for Blogging and Social Media
    1.4.1.   Strategies for Improving SEO Positioning in Generated Content
    1.4.2.   Using AI to Predict and Generate Content Trends
    1.4.3.   Creation of Attractive Headlines

1.5.   Personalizing Content with AI for Different Audiences
    1.5.1.   Identification and Analysis of Audience Profiles
    1.5.2.   Dynamic Adaptation of Content according to User Profiles
    1.5.3.   Predictive Audience Segmentation

1.6.   Ethical Considerations for the Responsible Use of AI in Content Generation
    1.6.1.   Transparency in Content Generation
    1.6.2.   Prevention of Bias and Discrimination in Content Generation
    1.6.3.   Control and Human Supervision in Generative Processes

1.7.   Analysis of Successful Cases in Content Generation with AI
    1.7.1.   Identification of Key Strategies in Successful Cases
    1.7.2.   Adaptation to Different Sectors
    1.7.3.   Importance of Collaboration between AI Specialists and Industry Practitioners

Do not miss this academic opportunity and complete this rigorous TECH program through the most disruptive and up-to-date content in relation to Artificial Intelligence and content generation"

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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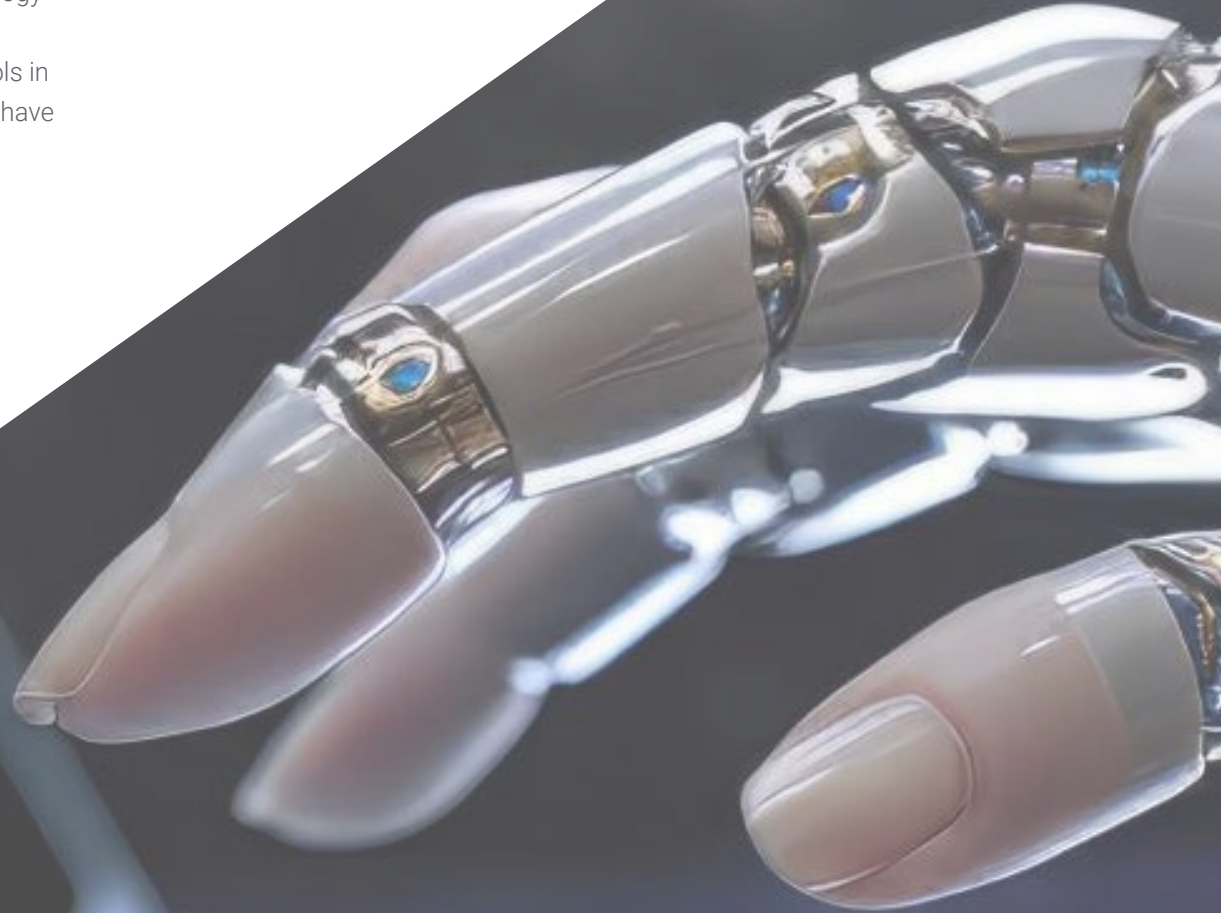
Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

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.

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

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 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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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.

30%

10%

8%

20%

25%

4%

3%

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.

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Certificate

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

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

This program will allow you to obtain your **Postgraduate Certificate in Digital Content Generation with Artificial Intelligence** endorsed by **TECH Global University**, the world's largest online university.

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

This **TECH Global University** title 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 Content Generation with Artificial Intelligence**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**

tech global university

Mr./Ms. _____, with identification document _____
has successfully passed and obtained the title of:

Postgraduate Certificate in Digital Content Generation with Artificial Intelligence

This is a program of 180 hours of duration equivalent to 6 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Rector

Unique TECH Code: AFWORD23S   techtitute.com/certificates

*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.

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