Postgraduate Certificate

Optimization of Digital Marketing Processes using Artificial Intelligence

tech technological university

Postgraduate Certificate
Optimization of Digital Marketing Processes using Artificial Intelligence

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: www.techtitute.com/in/artificial-intelligence/postgraduate-certificate/optimization-digital-marketing-processes-artificial-intelligence

Index

01
Introduction

Artificial Intelligence (AI) offers numerous advantages to automate digital marketing processes. These systems are useful for experts to delve into the processes of follow-up and interaction with customers throughout their life cycle, from recruitment to retention. Professionals will perform a more efficient management of relations with consumers. Aware of this, advertising institutions constantly demand the incorporation of experts capable of optimizing their campaigns using Machine Learning. In order for communicators to take advantage of these opportunities and gain a competitive advantage, TECH has launched a comprehensive program that will delve into this matter. In addition, its 100% online format will provide greater flexibility and comfort to students.

" *You will carry out processes to customize audiences through the automated learning tools that you will analyze in this university program 100% online"*

Thanks to the integration of data and platforms play an essential role in Automated Marketing strategies. For example, mechanization of processes such as campaign management, lead tracking or performance measurement allow teams to be more efficient and focus on strategic tasks. However, these operations present a series of challenges for professionals. Among them, the integration of information from various sources (CRM systems, social media, websites, etc.) stands out. This requires careful planning when implementing AI tools.

In this context, TECH develops a revolutionary program that will thoroughly address Marketing Automation through Machine Learning systems. To do this, the syllabus will delve into optimizing advertising campaigns and customizing audiences with AI. In turn, the syllabus will emphasize the importance of graduates analyze the feelings of consumers through the *feedbacks* they provide through social media such as X or Facebook. Moreover, the teaching materials will address mechanisms aimed at optimizing prices and promotions. In addition, the university program will focus on studying the future trends of Automation with AI in the world of advertising.

It is an intensive program of 150 teaching hours, where students will make a complete update on the processes used in the present to improve relations with customers. All with a syllabus made up of multimedia resources that include interactive summaries, case studies and complementary readings. In addition, with the *Relearning*system, based on the reiteration of the most outstanding concepts along this academic itinerary, students will not have to invest a lot of hours in the study and will get a much more effective update. exto between featured.

The **Postgraduate Certificate in Optimization of Digital Marketing Processes using Artificial Intelligence** 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 inArtificial 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 optimize the prices and promotions of your products through the most sophisticated technological tools after completing this TECH program"

You'll use Machine Learning to provide immediate, automated responses to your customers.

With the revolutionary Relearning methodology developed by TECH, you will integrate all the knowledge optimally to successfully achieve the results you are looking for.

" *You'll boost your results and redefine how brands connect with their audience in just 150 hours with this program*"
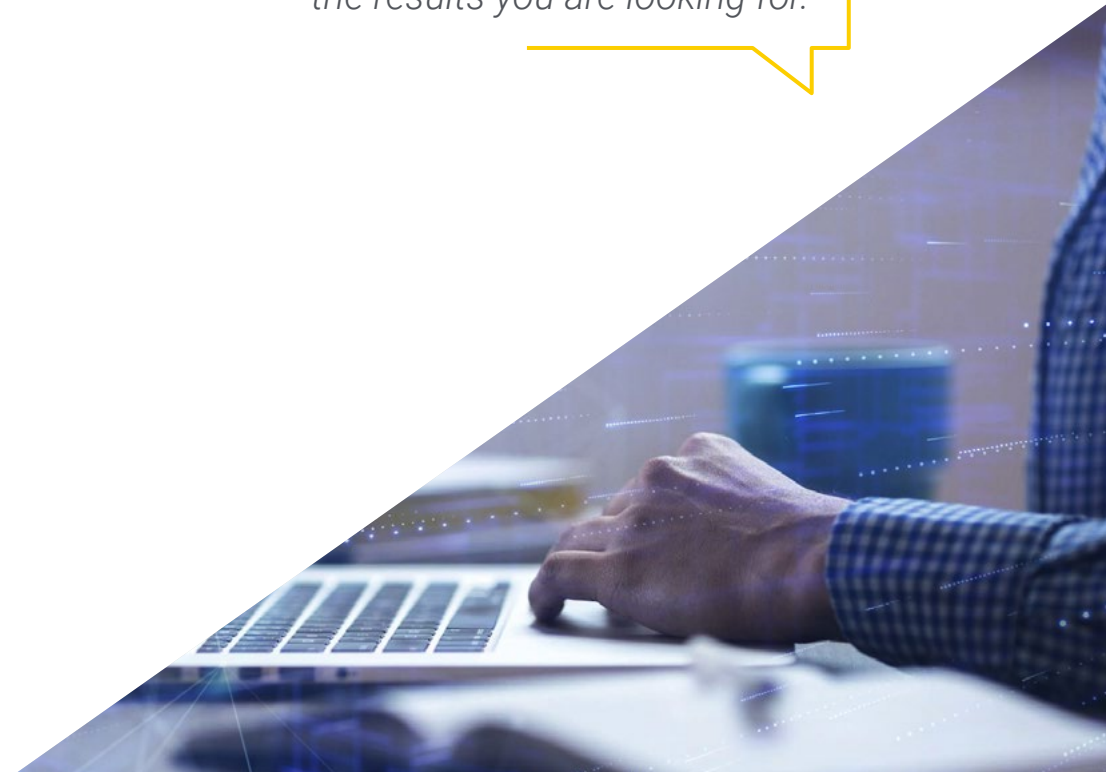
The program's teaching staff includes professionals from the sector who contribute their work experience to this training program, as well as renowned specialists from leading societies and prestigious universities.

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.

02
Objectives

In just 150 hours of learning, this Postgraduate Certificate will make graduates apply advanced techniques of Automation and Optimization in Digital Marketing. In this way, experts will be able to optimize their different advertising campaigns, making optimal management of CRM. In turn, students will acquire skills to integrate data and platforms using AI. On the other hand, they will carry out exhaustive analyses on the feelings of users taking advantage of the feedbacks that they provide through social media. This will allow them to optimize customer interactions and improve their perception of the brand.

tech

A complete and current syllabus configured as a high-quality training tool of exceptional quality"

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

- Develop Marketing Automation Processes with AI
- Optimize Advertising Campaigns through Machine Learning
- Optimize advertising campaigns through Machine Learning
- Analyze sentiment with AI on social media, leveraging customer feedback

You will have access to the contents from any fixed or portable device with Internet connection, even from your cell phone"

03
Course Management

To achieve the objective, it conducts a rigorous selection process for the teachers who teach the programs. To choose them, it is based on factors such as their level of knowledge along with their years of professional experience. It is also key that these specialists remain at the technological forefront in their field of specialization, to provide the most advanced services. In this way, students have the guarantee that this program has the best Artificial Intelligence specialists specialized in Automation and Optimization of Digital Marketing Processes.

Reference professionals will give you the latest advances in price optimization and promotions with Artificial Intelligence"

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 Projectsat 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

04

Structure and Content

With an efficiency-based approach, this Postgraduate Certificate will explore automation in various facets of Digital Marketing using proprietary AI systems. The syllabus will range from the implementation of advertising campaigns and CRM management to price optimization. Along the same lines, students will acquire solid knowledge on how to develop resources including *Chatbots* or predictive analysis. This will greatly serve graduates to analyze users' feelings, so that they improve customer interactions and significantly refine their decision-making process.

" *You'll achieve your goals thanks to TECH's didactic tools, which include interactive summaries and real cases in simulated learning environments"*

Module 1. Automation and Optimization of Marketing Processes with AI

1.1. Marketing Automation with AI
    1.1.1. AI-based Audience Segmentation
    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
    1.3.1. Predictive Analysis of Ad Performance
    1.3.2. Automatic Personalization of the Advertisement according to the Target Audience
    1.3.3. Automatic Budget Adjustment according to 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 Homogeneous Audiences or Groups

1.5. Automation of Responses to Customers through AI
    1.5.1. Chatbots and Machine Learning
    1.5.2. Automatic Generation of Responses
    1.5.3. Automatic Problem Solving

1.6. AI in Email Marketing for Automation and Personalization
    1.6.1. Automation of Email Sequences
    1.6.2. Dynamic Personalization of Content according to Preferences
    1.6.3. Intelligent Segmentation of Mailing Lists

1.7. Sentiment Analysis with AI in Social Media and Customer Feedback
    1.7.1. Automatic Sentiment Monitoring in Comments
    1.7.2. Personalized Responses to Emotions
    1.7.3. Predictive Reputation Analytics

TECH guarantees professional and academic excellence from its disruptive Virtual Campus 100% online where you have cutting-edge teaching tools. Enroll now!"

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.

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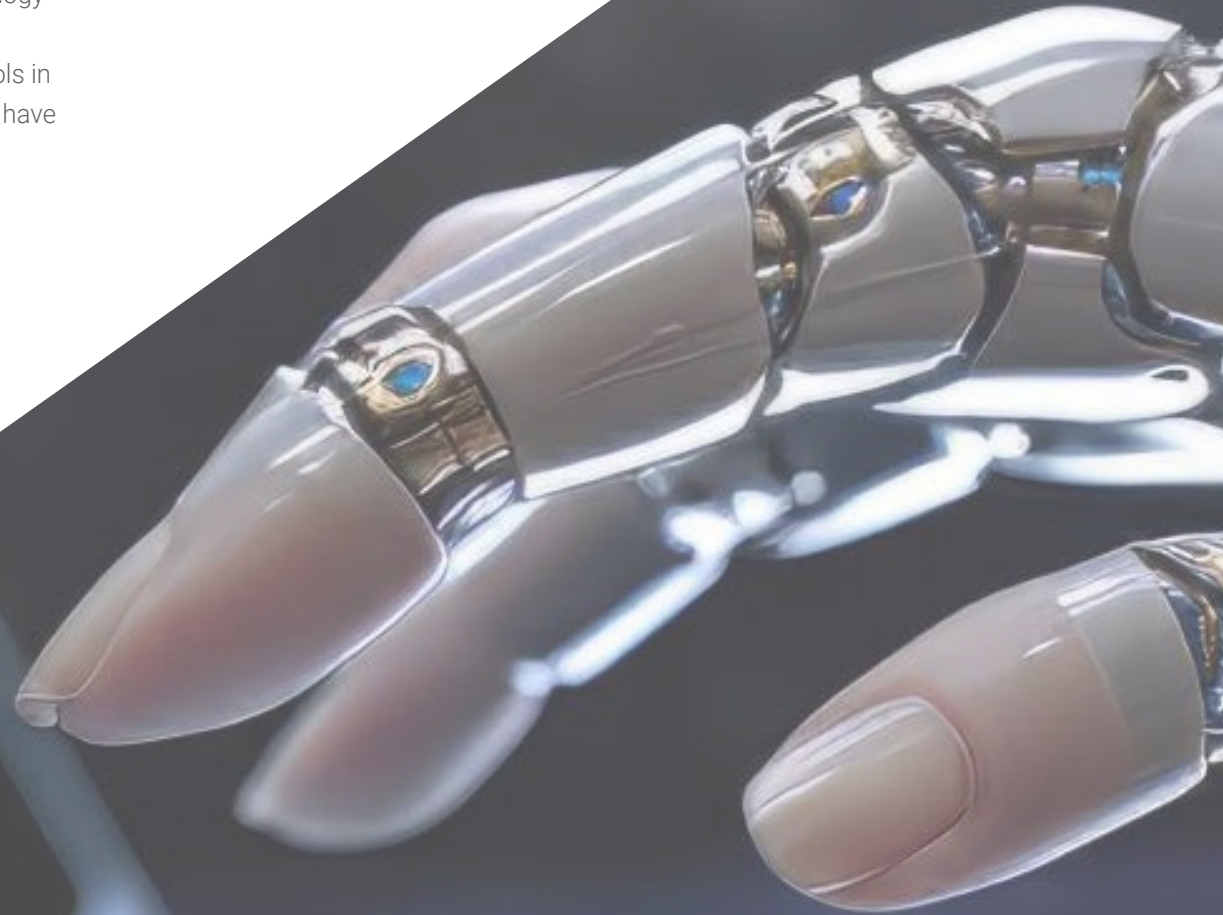
"
Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

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.

30%

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.

10%

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.

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.

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 Technological University.

tech

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

This **Postgraduate Certificate in Optimization of Digital Marketing Processes using Artificial Intelligence** contains the most complete and up-to-date program on the market.

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

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Optimization of Digital Marketing Processes using Artificial Intelligence**

Official Nº of Hours: **150 h.**

tech technological university

Awards the following

CERTIFICATE

to

Mr./Ms. _____, with identification number _____
For having passed and accredited the following program

POSTGRADUATE CERTIFICATE

in

Optimization of Digital Marketing Processes using Artificial Intelligence

This is a qualification awarded by this University, equivalent to 150 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

Postgraduate Certificate
Optimization of Digital Marketing Processes using Artificial Intelligence

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Postgraduate Certificate
Optimization of Digital Marketing Processes using Artificial Intelligence

tech technological university