Postgraduate Diploma

Management and Execution
of Optimized Digital Marketing
Strategies using Artificial
Intelligence

tech *technological university*

Postgraduate Diploma
Management and Execution of Optimized Digital Marketing Strategies using Artificial Intelligence

» Modality: **online**
» Duration: **6 months**
» Certificate: **TECH Technological University**
» Schedule: **at your own pace**
» Exams: **online**

Website: www.techtitute.com/us/artificial-intelligence/postgraduate-diploma/postgraduate-diploma-management-execution-optimized-digital-marketing-strategies-using-artificial-intelligence

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01
Introduction

Artificial Intelligence (AI) tools for SEO play an important role in digital marketing. These systems are used to improve search engine visibility and optimize online advertising strategies. To do this, these resources analyze data sets to identify relevant keywords, for experts to select key terms for their content strategies. In addition, they serve to track the tactics of competing companies, locating opportunities and threats in the market. In this context, TECH launches a revolutionary program that will provide professionals with the most optimal AI strategies to improve their communication with customers. All in a 100% online format, for greater student comfort.

Explore future trends in Machine Learning Content Generation through this 100% online university program"

The use of Machine Learning in Email Marketing helps professionals design more effective and personalized advertising campaigns. This leads to higher conversion rates, implying greater retention by consumers. In addition, this smart technology serves to predict future customer behavior, such as the probability of cancellation of goods or services. In this way, experts can take proactive measures to avoid losses or other related problems.

Aware of its importance, TECH develops an innovative program aimed at individualizing and automating campaigns. The syllabus will delve into multiple resources to optimize communication processes with users, including Virtual Assistants. Also, the syllabus will delve into ethical considerations to ensure a responsible use of Artificial Intelligence in the generation of content such as videos or texts. The program will also offer exhaustive analysis of success stories in information production through Cognitive Computing. Even the teaching materials will delve into future trends in this area so that graduates develop innovative proposals with which to raise their professional horizons.

To consolidate all this content, TECH follows a modern methodology 100% online, which allows professionals to complete their knowledge update without the need to make uncomfortable daily trips to study centers. On the other hand, students will have at their disposal excellent teaching materials present in a variety of textual and multimedia formats (highlighting readings, explanatory videos, infographics or assessment exercises). Thanks to this, you will enjoy a fully enjoyable and individualized learning. This will enable specialists to take advantage of the wide range of opportunities offered by a constantly evolving technology sector.

This **Postgraduate Diploma in Management and Execution of Optimized Digital Marketing Strategies 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 in Artificial Intelligence in Marketing and Communication
- The graphic, schematic and practical contents with which it is conceived provide complete and practical information on those disciplines that are essential for professional practice
- Practical exercises where self-assessment can be used 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 stand out for optimizing both prices and promotions using the latest technological systems"

"You will take into account during their procedures the feelings of customers thanks to the analysis of their feedbacks on platforms such as Facebook or X"

You will generate advanced texts through Artificial Intelligence, for later publication in both blogs and social media.

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

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, students will be assisted by an innovative interactive video system created by renowned and experienced experts.

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Objectives

This university program will turn graduates into real experts in Digital Marketing Strategies using Artificial Intelligence. Students will effectively manage the most contemporary tools of Machine Learning, which will allow them to individualize user experiences both on websites and in major social media. In this way, they will perform Predictive Analysis and use Big Data to predict trends in the communication sector. Experts will also run automation processes to analyze customer preferences and target audiences accurately.

Want to experience an immediate quality jump in your career? Achieve it with TECH in just 540 hours"

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

Access a flexible university program, without fixed schedules and with a content available 24 hours a day"

Specific Objectives

Module 1. Artificial Intelligence in Digital Marketing Strategies
- Perform Digital Marketing transformation processes with AI
- Control the most advanced tools of Machine Learning for customer communication
- Personalize users' experiences on websites and social media
- Develop chatbots and virtual assistants in Digital Marketing

Module 2. Content Generation with AI
- 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

Module 3. Automation and Optimization of Marketing Processes with AI
- Develop Marketing Automation Processes with AI
- Optimize Advertising Campaigns through Machine Learning
- Optimize advertising campaigns through Machine Learning
- Analyze sentiment with AI on social networks, leveraging customer *feedback*

Course Management

Thanks to TECH's commitment to raising the educational level of all its university programs, this Postgraduate Diploma has a teaching faculty made up of professionals from Artificial Intelligence in Marketing and Communication. These specialists have a long professional background, which has allowed them to be part of prestigious companies internationally. In this way, these experts treasure a deep knowledge on the subject, while handling the most advanced tools of Artificial Intelligence to design highly innovative products. Students have the guarantees they demand to enjoy didactic content with full validity.

" *An experienced teaching group will guide you throughout the learning process and solve any doubts you may have"*

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
- 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 Shephers 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

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Structure and Content

With this Postgraduate Diploma, students will acquire a comprehensive approach to the most effective AI strategies in marketing. The program will provide tools to optimize customer relationships (among which *Chatbots*, *Big Data* and *Email Marketing*stand out). Graduates will customize and automate their advertising campaigns for greater reach. The syllabus will also delve into Content Generation, using tools such as ChatGPT. In turn, the materials will analyze the feelings of customers taking advantage of the *feedbacks* they provide through social media. Experts will learn about their customers' behaviors and deliver enhanced digital experiences.

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TECH is a university at the forefront of technology, which puts all its resources at the student's disposal to help them achieve business success"

Module 1. Artificial Intelligence in Digital Marketing Strategies

1.1.   Digital Marketing Transformation with AI and ChatGPT
    1.1.1.   Introduction to Digital Transformation
    1.1.2.   Impact on Content Strategy
    1.1.3.   Automation of Marketing Processes
    1.1.4.   Development of Customer Experience
1.2.   AI Tools for SEO and SEM: KeywordInsights and DiiB
    1.2.1.   Keyword Optimization with AI
    1.2.2.   Competition Analysis
    1.2.3.   Search Trend Forecast
    1.2.4.   Intelligent Audience Segmentation
1.3.   IA Application in Social Media
    1.3.1.   Sentiment Analysis with MonkeyLearn
    1.3.2.   Social Trend Detection
    1.3.3.   Publication Automation with Metricool
    1.3.4.   Automated Content Generation with Predis
1.4.   AI tools for Customer Communication
    1.4.1.   Custom Chatbots using Dialogflow
    1.4.2.   Automated Email Response Systems using Mailchimp
    1.4.3.   Real-Time Response Optimization using Freshchat
    1.4.4.   Customer Feedback Analysis using SurveyMonkey
1.5.   Personalization of the User Experience of AI-enabled Tools and Websites
    1.5.1.   Personalized Recommendations
    1.5.2.   User Interface Adaptation
    1.5.3.   Dynamic Audience Segmentation
    1.5.4.   Intelligent A/B Testing with VWO (Visual Website Optimizer)
1.6.   Chatbots and Virtual Assistants in Digital Marketing
    1.6.1.   Proactive Interaction with MobileMonkey
    1.6.2.   Multichannel Integration using Tars
    1.6.3.   Contextual Responses with Chatfuel
    1.6.4.   Conversation Analytics using Botpress

Module 2. Content Generation with AI

This university program will allow you to fulfill your professional aspirations in just 6 months. What are you waiting for to enroll?"

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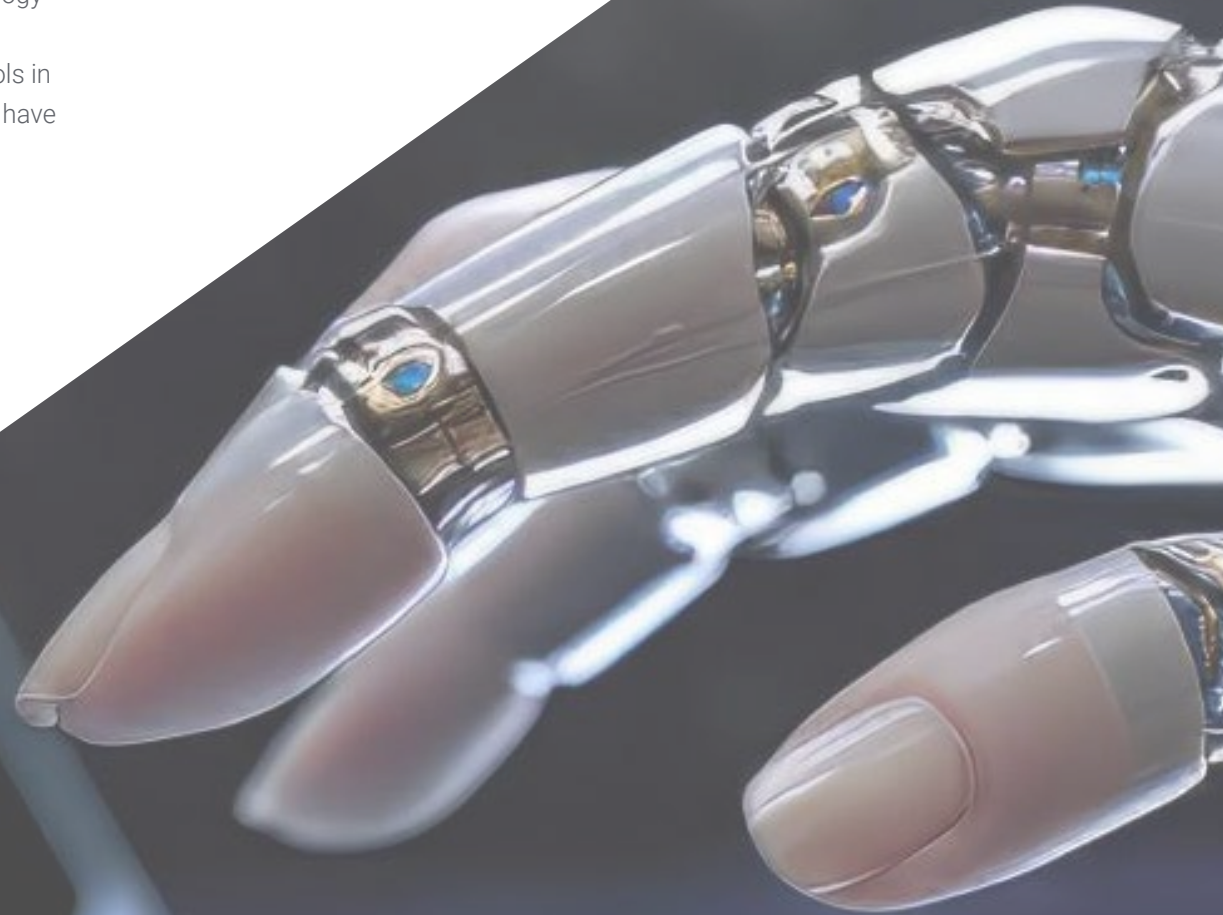
" *Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

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 R*elearning*.

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%
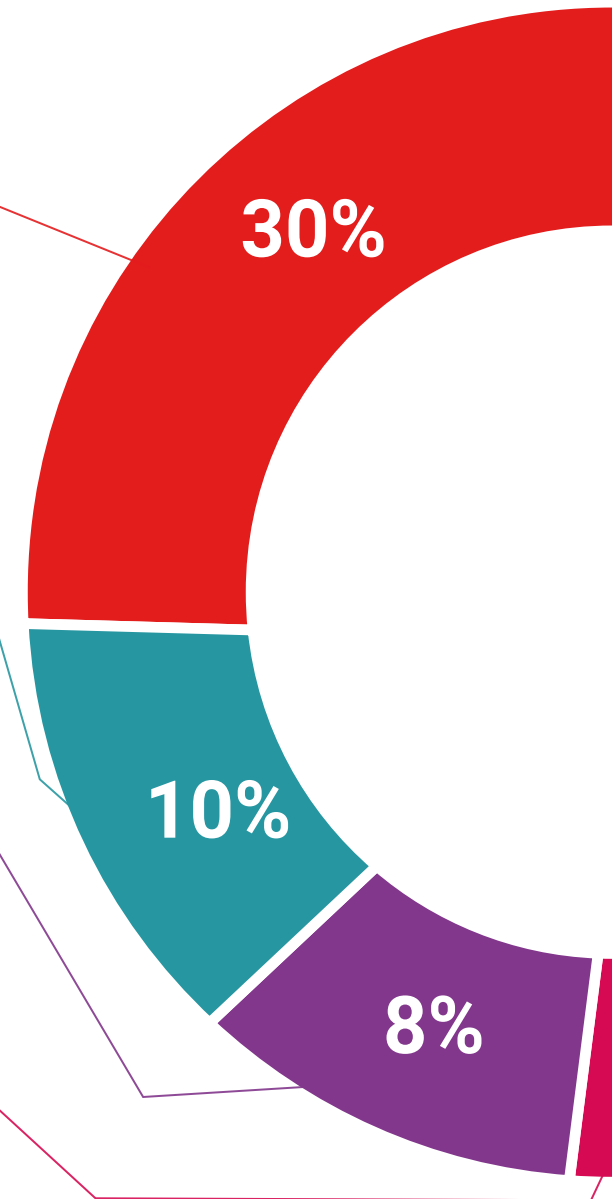
Case Studies

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.

06
Certificate

This Postgraduate Diploma in Management and Execution of Optimized Digital Marketing Strategies using Artificial Intelligence guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma qualification issued by TECH Technological University.

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

This **Postgraduate Diploma in Management and Execution of Optimized Digital Marketing Strategies using Artificial Intelligence** contains the most complete and up-to-date scientific program on the market.

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

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

Title: **Postgraduate Diploma in Management and Execution of Optimized Digital Marketing Strategies using Artificial Intelligence**

Modality: **online**

Duration: **6 months**

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

POSTGRADUATE DIPLOMA
in
Management and Execution of Optimized Digital Marketing Strategies using Artificial Intelligence

This is a qualification awarded by this University, equivalent to 450 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 diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

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