Postgraduate Diploma

Management and Execution of Optimized Digital Marketing Strategies using Artificial Intelligence

tech *global university*

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

- » Modality: **Online**
- » Duration: **6 months.**
- » Certificate: **TECH Global University**
- » Accreditation: **18 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**
- » Target Group: **University Grae**
- » **duates, Diploma and Bachelor's Degree holders who have previously completed any of the qualifications in the field of Advertising, Computer Science and/or Business**

Website: **www.techtitute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-management-execution-optimized-digital-marketing-strategies-artificial-intelligence**

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01
Welcome

The implementation of Digital Marketing strategies, optimized through Artificial Intelligence (AI), offers a range of transformative benefits. By analyzing vast data sets, AI identifies consumer patterns and trends with unparalleled accuracy. This predictive capability enables campaigns to be personalized with an unprecedented level of detail, optimizing market segmentation and improving content relevance. In addition, AI empowers process automation, streamlining repetitive tasks and freeing up time for creativity and strategic innovation. This synergy between Marketing and AI drives business growth and strengthens customer loyalty. For these reasons, TECH has developed this 100% online educational program, based on the revolutionary *Relearning* methodology.

Postgraduate Diploma in Management and Execution of Optimized Digital Marketing Strategies using Artificial Intelligence
TECH Global University

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You will analyze data in real time thanks to the implementation of AI in your Marketing strategies, being able to identify consumer behavior patterns."

02
Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class center for intensive managerial skills education.

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"

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

At TECH Global University

Innovation

The university offers an online learning model that balances the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.

The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

95% of TECH students successfully complete their studies

Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

+100000 executives prepared each year

+200 different nationalities

Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

+500 collaborative agreements with leading companies

Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.

Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.

TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:

Analysis

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.

Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning method (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational itinerary.

Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a ground-breaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

Learn with the best

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.

At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"

Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.

"We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you education of the highest academic level"

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

01

A Strong Boost to Your Career

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

70% of students achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of the company

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional fields.

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

You will work on more than 100 real senior management cases.

04

You will take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

45% of graduates are promoted internally.

05 Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

You will find a network of contacts that will be instrumental for professional development.

06 Thoroughly develop business projects.

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different fields in companies.

20% of our students develop their own business idea.

07 Improve *soft skills* and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

Improve your communication and leadership skills and enhance your career.

08 You will be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified teachers from the most prestigious universities in the world: the TECH Global University community.

We give you the opportunity to study with a team of world-renowned teachers.

Objectives

The main objective of this Postgraduate Diploma is to provide the entrepreneur with the necessary tools and knowledge to not only understand, but also lead the revolution that drives the use of Artificial Intelligence in Marketing. In this way, the professional will be able to thoroughly understand how AI can enhance the personalization of Marketing strategies, optimize efficiency in campaign management and analyze complex data to make informed decisions. In addition, they will design innovative strategies that adapt to the changing demands of the digital market, maximizing the relevance and impact of Marketing actions.

"

Take your business to a new level of competitiveness and success! Unleash the power of AI to anticipate trends, make informed strategic decisions and create unique experiences that captivate audiences"

TECH makes the goals of their students their own goals too.
Working together to achieve them

The **Postgraduate Diploma in Management and Execution of Optimized Digital Marketing Strategies using Artificial Intelligence** will enable students to:

01 Understand the principles of Digital Marketing transformation through the use of AI and master the use of tools to optimize SEO and SEM strategies

02 Apply AI techniques in the management and analysis of social networks to boost reach and interaction, as well as improve communication with customers on different platforms

03 Design and develop effective chatbots and Virtual Assistants for Digital Marketing strategies, also applying predictive analytics and Big Data techniques

04 Use AI and Email Marketing for advanced personalization and automation in campaigns

05 Master prompt engineering in ChatGPT and AI image generation to optimize the interaction of Marketing campaigns and the generation of content for blogs and social networks

06 Apply AI techniques in the creation of videos to enrich and diversify audiovisual content in Marketing

07　Strategically integrate AI-generated content into complete Digital Marketing strategies, researching and anticipating future trends to stay ahead of the curve

08　Develop evaluation and measurement methods to analyze the impact of AI-generated content in Marketing strategies

09　Implement strategies for Marketing process automation using AI, efficiently integrating diverse data and platforms

10　Apply AI techniques to optimize advertising campaigns, maximizing their effectiveness, and personalize audiences for accurate and effective targeting

11　Use AI in email marketing to automate processes and personalize campaigns in an advanced way

12　Perform AI sentiment analysis on social media and customer feedback to understand perceptions and opinions, optimize pricing and promotions for a more effective pricing strategy

05
Structure and Content

The Postgraduate Diploma in Management and Execution of Optimized Digital Marketing Strategies using Artificial Intelligence is a tailor-made program that is taught in a 100% online format, so you can choose the time and place that best suits your availability, schedule and interests. A program that takes place over 6 months and is intended to be a unique and stimulating experience that lays the foundation for your professional success.

TECH offers you a complete and advanced approach, preparing you to lead in a constantly evolving digital environment"

Syllabus

The Postgraduate Diploma in Management and Execution of Optimized Digital Marketing Strategies using Artificial Intelligence is presented as a comprehensive program that covers three fundamental modules. In the first, the Artificial Intelligence revolution in digital marketing will be analyzed, from the transformation it has caused in the field, to predictive analysis with Big Data. It will also address key tools for the optimization and effectiveness of strategies, such as SEO, SEM, user experience personalization and programmatic advertising.

The second module will dive into prompt engineering in ChatGPT, up to video and text creation with AI, mastering the tools that shape digital storytelling. It will also address ethical considerations and examine success stories in AI content generation. Likewise, the integration of AI-generated content in digital marketing strategies is presented as a key component.

Finally, the third module will focus on the automation and optimization of Marketing processes, ranging from response automation and audience personalization, to price and promotion optimization with AI. In addition, we will delve into the integration of AI into existing tools, exploring future trends that will drive digital marketing towards constant innovation.

In this way, to facilitate the assimilation and retention of all concepts, TECH bases all its programs on the revolutionary *Relearning* methodology. Under this approach, students will strengthen their understanding with the repetition of key concepts, presented in various multimedia formats, to achieve a natural and gradual acquisition of skills.

This Postgraduate Diploma in Management and Execution of Optimized Digital Marketing Strategies using Artificial Intelligence is developed over 6 months and is divided into 3 modules:

Module 1	Artificial Intelligence in Digital Marketing Strategies
Module 2	Content Generation with AI
Module 3	Automation and Optimization of Marketing Processes with AI

Where, When and How is it Taught?

TECH offers you the possibility to study this Postgraduate Diploma in Management and Execution of Optimized Digital Marketing Strategies using Artificial Intelligence completely online. Throughout the 6 months of the educational program, the students will be able to access all the contents of this program at any time, allowing them to self-manage their study time.

A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.

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. User Experience Personalization with AI
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

1.7. Programmatic Advertising with AI
1.7.1. Advanced Segmentation with Adroll
1.7.2. Real-Time Optimization using WordStream
1.7.3. Automatic Bidding using BidIQ
1.7.4. Analysis of Results

1.8. Predictive Analytics and Big Data in Digital Marketing
1.8.1. Market Trends Forecast
1.8.2. Advanced Attribution Models
1.8.3. Predictive Audience Segmentation
1.8.4. Sentiment Analysis in Big Data

1.9. AI and Email Marketing for Campaign Customization and Automation
1.9.1. Dynamic List Segmentation
1.9.2. Dynamic Content in Emails
1.9.3. Workflow Automation with Brevo
1.9.4. Optimizing Open Rate with Benchmark Email

1.10. Future Trends in AI for Digital Marketing
1.10.1. Advanced Conversational AI
1.10.2. Augmented Reality Integration using ZapWorks
1.10.3. Emphasis on AI Ethics
1.10.4. AI in Content Creation

Module 2. Content Generation with AI

2.1.   Prompt Engineering in ChatGPT
2.1.1.   Quality Improvement of the Generated Content
2.1.2.   Model Performance Optimization Strategies
2.1.3.   Effective Prompts Design

2.2.   AI Image Generation Tools through ChatGPT
2.2.1.   Object Recognition and Generation
2.2.2.   Applying Custom Styles and Filters to Images
2.2.3.   Methods to Improve the Visual Quality of Images

2.3.   Video Creation with AI
2.3.1.   Tools to Automate Video Editing
2.3.2.   Voice Synthesis and Automatic Dubbing
2.3.3.   Techniques for Object Tracking and Animation

2.4.   AI Text Generation for Blogging and Social Media Creation through ChatGPT
2.4.1.   Strategies for Improving SEO Positioning in Generated Content
2.4.2.   Using AI to Predict and Generate Content Trends
2.4.3.   Creating Attractive Headlines

2.5.   Personalization of AI Content to Different Audiences Using Optimizely
2.5.1.   Identification and Analysis of Audience Profiles
2.5.2.   Dynamic Adaptation of Content according to User Profiles
2.5.3.   Predictive Audience Segmentation

2.6.   Ethical Considerations for the Responsible Use of AI in Content Generation
2.6.1.   Transparency in Content Generation
2.6.2.   Preventing Bias and Discrimination in Content Generation
2.6.3.   Control and Human Supervision in Generative Processes

2.7.   Analysis of Successful Cases in Content Generation with AI
2.7.1.   Identification of Key Strategies in Successful Cases
2.7.2.   Adaptation to Different Sectors
2.7.3.   Importance of Collaboration between AI Specialists and Industry Practitioners

2.8.   Integration of AI-generated Content in Digital Marketing Strategies
2.8.1.   Optimization of Advertising Campaigns with Content Generation
2.8.2.   Personalization of User Experience
2.8.3.   Automation of Marketing Processes

2.9.   Future Trends in Content Generation with AI
2.9.1.   Advanced and Seamless Text, Image and Audio Integration
2.9.2.   Hyper-personalized Content Generation
2.9.3.   Improved AI Development in Emotion Detection

2.10.   Evaluation and Measurement of the Impact of AI-generated Content
2.10.1.   Appropriate Metrics to Evaluate the Performance of Generated Content
2.10.2.   Measurement of Audience Engagement
2.10.3.   Continuous Improvement of Content through Analytics

Module 3. Automation and Optimization of Marketing Processes with AI

3.1. Marketing Automation with AI using Hubspot
3.1.1. Audience Segmentation Based on AI
3.1.2. Workflow Automation
3.1.3. Continuous Optimization of Online Campaigns

3.2. Integration of Data and Platforms Automated Marketing Strategies
3.2.1. Analysis and Unification of Multichannel Data
3.2.2. Interconnection between Different Marketing Platforms
3.2.3. Real-Time Data Updating

3.3. Optimization of Advertising Campaigns with AI through Google Ads
3.3.1. Predictive Analysis of Advertising Performance
3.3.2. Automatic Advertisement Personalization According to Target Audience
3.3.3. Automatic Budget Adjustment Based on Results

3.4. Audience Personalization with AI
3.4.1. Content Segmentation and Personalization
3.4.2. Personalized Content Recommendations
3.4.3. Automatic Identification of Audiences or Homogeneous Groups

3.5. Automation of Responses to Customers through AI
3.5.1. Chatbots and Machine Learning
3.5.2. Automatic Response Generation
3.5.3. Automatic Problem Solving

3.6. AI in Email Marketing for Automation and Customization
3.6.1. Automation of Email Sequences
3.6.2. Dynamic Customization of Content According to Preferences
3.6.3. Intelligent Segmentation of Mailing Lists

3.7. Social Media Sentiment Analysis with AI and Customer Feedback through Lexalytics
3.7.1. Automatic Sentiment Monitoring in Comments
3.7.2. Personalized Responses to Emotions
3.7.3. Predictive Reputation Analysis

3.8. Price and Promotions Optimization with AI through Vendavo
3.8.1. Automatic Price Adjustment Based on Predictive Analysis
3.8.2. Automatic Generation of Offers Adapted to User Behavior
3.8.3. Real-Time Competitive and Price Analysis

3.9. Integration of AI into Existing Marketing Tools
3.9.1. Integration of AI Capabilities with Existing Marketing Platforms
3.9.2. Optimization of Existing Functionalities
3.9.3. Integration with CRM Systems

3.10. Trends and Future of Marketing Automation with AI
3.10.1. AI to Improve User Experience
3.10.2. Predictive Approach to Marketing Decisions
3.10.3. Conversational Advertising

"A unique teaching experience, key and decisive to boost your professional development and take the definitive leap into the future, which Artificial Intelligence brings with it."
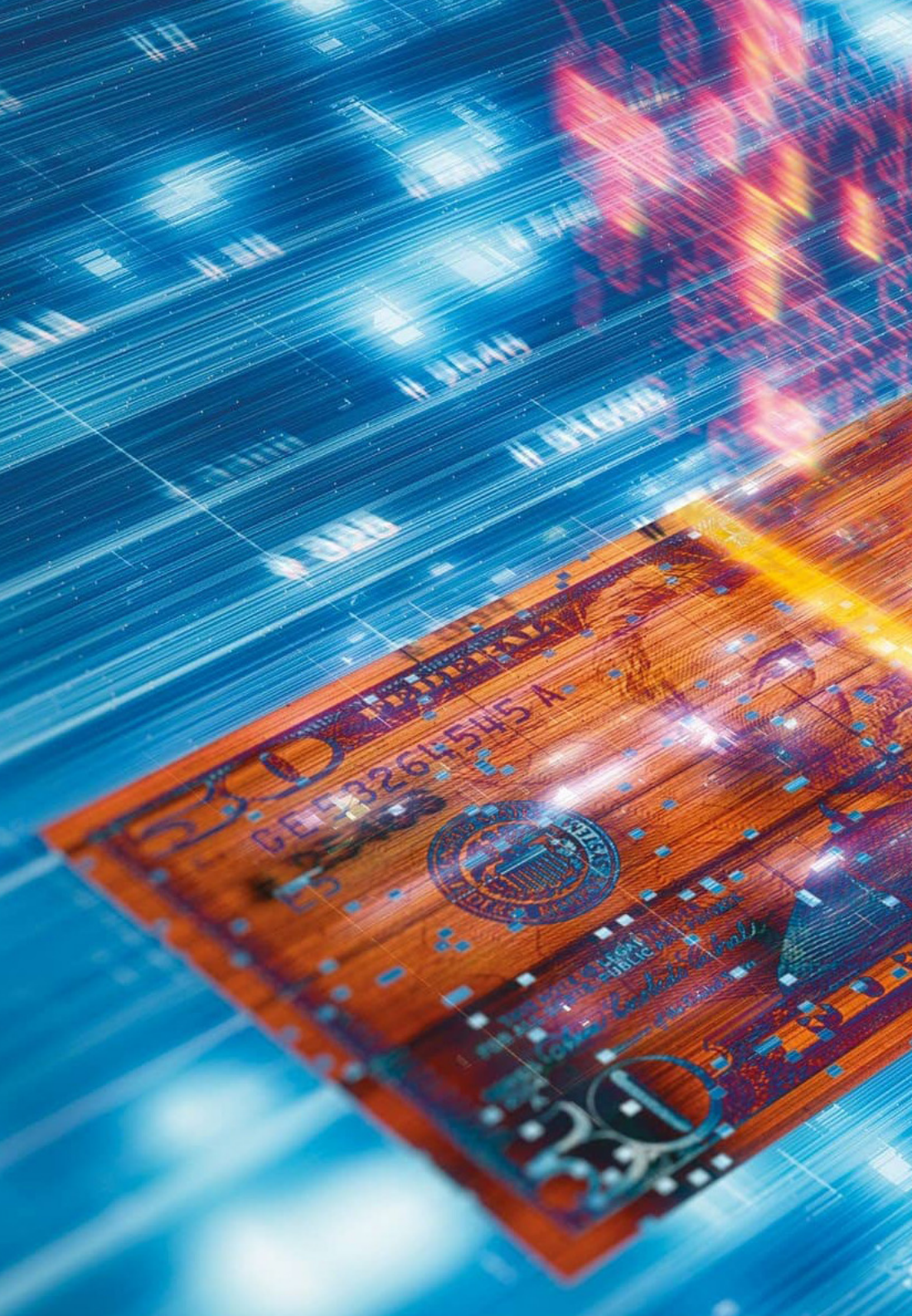
06
Methodology

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.

"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"

TECH Business School uses the Case Study to contextualize all content.

Our program offers a revolutionary method of skills and knowledge development. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

At TECH, you will experience a way of learning that is shaking the foundations of traditional universities around the world"

This program prepares you to face business challenges in uncertain environments and achieve business success.

A learning method that is different and innovative.

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. 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 business reality is taken into account.

> *You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments."*

The case method has been the most widely used learning system among the world's leading business 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 we face in the case method, an action-oriented learning method. Throughout the program, the studies 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.

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

Relearning Methodology

TECH effectively balances 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.

Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an Internet connection.

At TECH they will learn using a cutting-edge methodology designed to prepare the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate 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 balance each of these elements concentrically. This methodology has prepared 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 specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to 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 adapted in 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.

Management Skills Exercises

They will carry out activities to develop specific executive skills in each thematic field. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.

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%

3%

30%

15%

4%
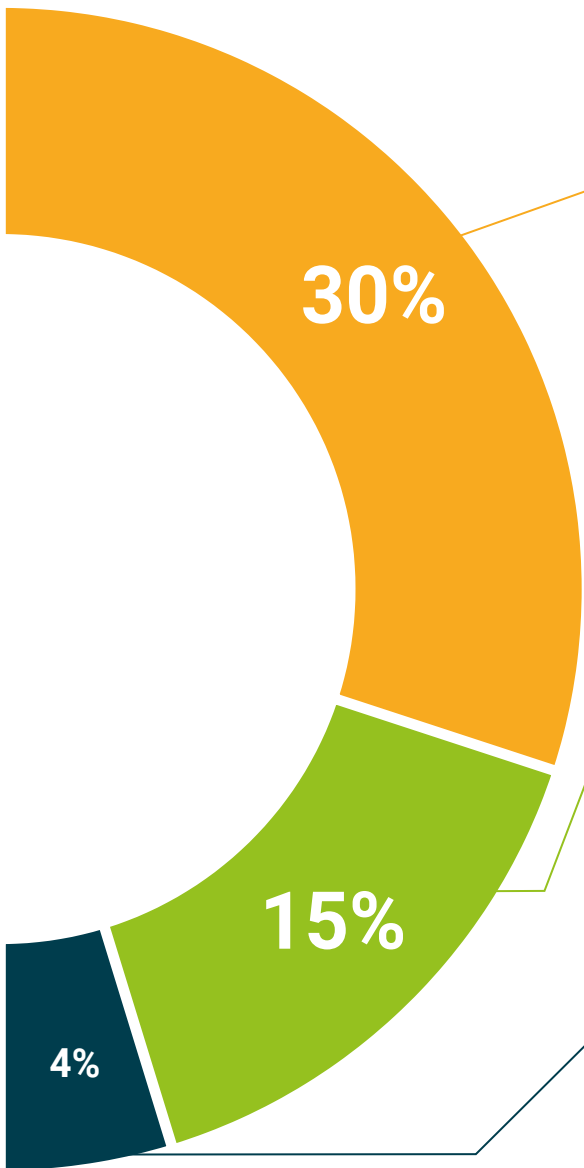
Case Studies

They will complete a selection of the best business cases used at Harvard Business School. Cases that are presented, analyzed, and supervised by the best senior management specialists in Latin America.

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 assess and re-assess students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.

Our Students' Profiles

The Postgraduate Diploma is aimed at University Graduates, Diploma and Bachelor's Degree holders who have previously completed any of the qualifications on the field of Advertising, Computer Science and/or Business.

The diversity of participants with different academic profiles and from multiple nationalities makes up the multidisciplinary approach of this program.

The Postgraduate Diploma can also be taken by professionals who, being university graduates in any area, have two years of work experience in the field of Marketing and Communication.

"

You will access the latest developments in Artificial Intelligence, applied to Marketing and Communication, in no less than 450 hours of exclusive resources"

Average Age

Between **35** and **45** years old

Years of Experience

5 years **25%**

10 to 15 years **35%**

More than 15 years **6%**

5-10 years **34%**

Training

Information Technology **28%**

Engineering **38%**

Business **30%**

Others **4%**

Academic Profile

Industry **35%**

Services **19%**

Entrepreneurs **36%**

Other **10%**
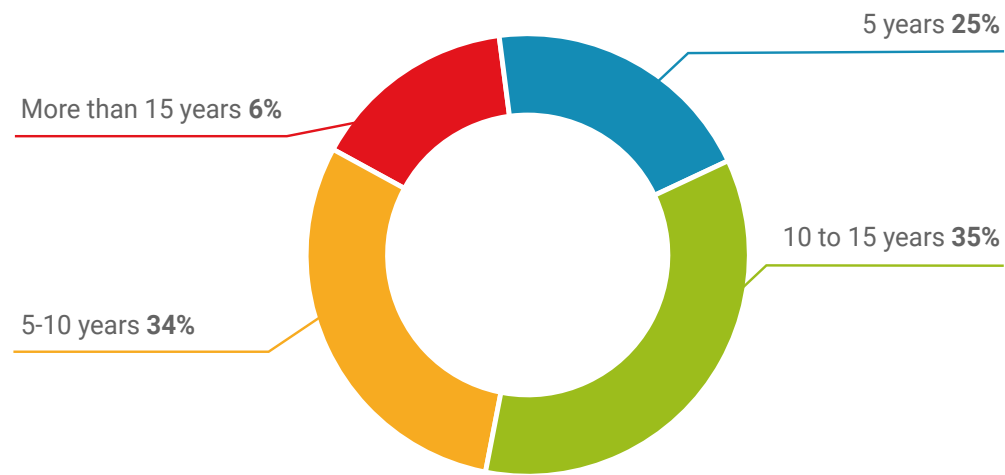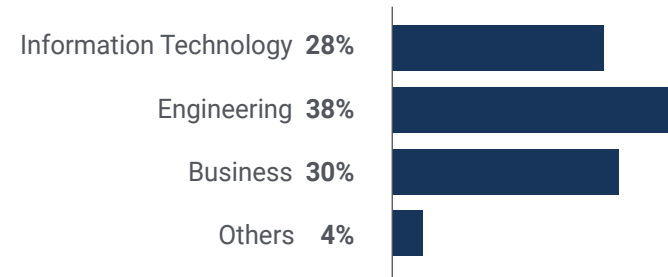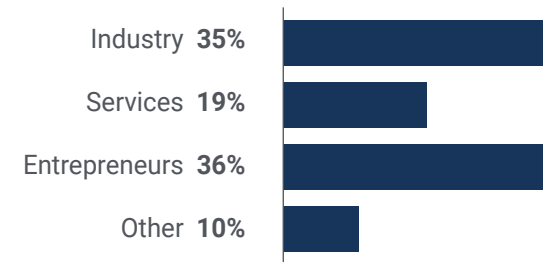
Geographical Distribution

USA **18%**

Spain **39%**

Mexico **27%**

Colombia **16%**
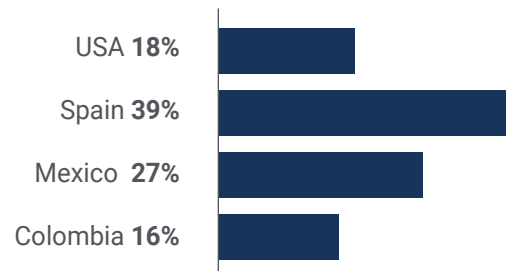
Pablo Rodríguez

Chief Marketing Officer

"This program has given me a deep and updated understanding of Digital Marketing, with the addition of Artificial Intelligence, so in vogue today. In addition, I have refreshed tools and strategies that I have found very useful when applying them to my digital campaigns. But, above all, I highlight the interaction with experts in the field, which has allowed me to apply their teachings immediately in my job and demonstrate the scope of my capabilities"

Course Management

The professors that make up the teaching staff of this Postgraduate Diploma will propel your career to the forefront of digital marketing. These professionals not only have a solid theoretical background, but also a practical and up-to-date experience in the field of Digital Marketing and Artificial Intelligence. Their task will be to transcend conventional teaching, providing the entrepreneur not only with knowledge, but also with cutting-edge tools and innovative techniques that will enable them to become a leader capable of facing the current and future challenges of the digital business environment.

The teachers of this Postgraduate Diploma are ready to guide, inspire and challenge you to reach new frontiers in the strategic application of AI in Marketing"

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 University of Castilla La Mancha
- Máster in Executive MBA por la 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

09

Impact on Your Career

We are aware that studying a program like this entails great economic, professional and, of course, personal investment.

The ultimate goal of this great effort should be to achieve professional growth.

Become an innovation leader and achieve business success by graduating from the best Postgraduate Diploma in the digital educational field"

Are you ready to take the leap?
Excellent professional development awaits you

The Postgraduate Diploma in Management and Execution of Optimized Digital Marketing Strategies using Artificial Intelligence from TECH is an intensive program that prepares you to face challenges and business decisions in the field of Management and Execution of Optimized Digital Marketing Strategies using AI. The main objective is to promote your personal and professional growth. Helping you achieve success.

If you want to improve yourself, make a positive change at a professional level, and network with the best, then this is the place for you.

Raise your professional profile by efficiently mastering the technologies of the future with this exclusive university qualification.

TECH has 99% employability among its graduates. Enroll now and excel in the labor market!

When the change occurs

| During the program **19%** | During the first year **61%** | After 2 years **20%** |

Type of change

Internal Promotion **37%**

Change of Company **35%**

Entrepreneurship **28%**
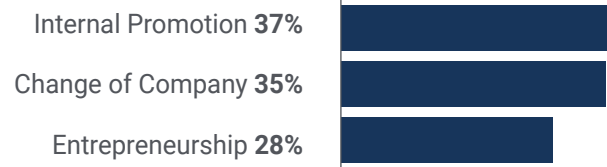
Salary increase

This program represents a salary increase of more than **26.24%** for our students

Salary before	A salary increase of	Salary after
€ 53,000	**26.24%**	**€ 68,644**

10

Benefits for Your Company

This program contributes to elevating the organization's talent to its maximum potential through the instruction of high-level leaders.

In addition, participating in this university option is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.

In the digital era, managers must integrate new processes and strategies that bring about significant changes and organizational development. This is only possible through university education and updating"

Developing and retaining talent in companies is the best long-term investment.

01

Growth of talent and intellectual capital

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

02

Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

Building agents of change

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

04

Increased international expansion possibilities

Thanks to this program, the company will come into contact with the main markets in the world economy.

tech

05 Project Development

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

06 Increased competitiveness

This program will equip students with the skills to take on new challenges and drive the organization forward.

11
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 issued by TECH Global University.

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 Diploma in Management and Execution of Optimized Digital Marketing Strategies using Artificial Intelligence** endorsed by **TECH Global University**, the largest digital university in the world.

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.

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

Modality: **online**

Duration: **6 months.**

Accreditation: **18 ECTS**

tech global university

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

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

This is a private qualification of 540 hours of duration equivalent to 18 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
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 Global University will make the necessary arrangements to obtain it, at an additional cost.

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

» Modality: **Online**
» Duration: **6 months.**
» Certificate: **TECH Global University**
» Accreditation: **18 ECTS**
» Schedule: **at your own pace**
» Exams: **online**

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

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