

Internship Program

Artificial Intelligence in Marketing and Communication





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Artificial Intelligence in Marketing
and Communication

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01 Introduction to the Program

In a digital environment saturated with content, personalization has become a strategic priority for brands. Given this, Artificial Intelligence has emerged as a powerful tool to identify behavioral patterns and create unique experiences for each user. For this reason, it is essential that professionals handle the most sophisticated machine learning techniques to optimize the customer experience. With this idea in mind, TECH has created the present qualification, in which for 3 weeks specialists will join an experienced team in Artificial Intelligence in Marketing and Communication, to get up to date with the latest trends in this area.

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Thanks to this Internship Program, you will master the most modern Artificial Intelligence techniques to optimize Marketing and Communication strategies”





A new report by the International Digital Marketing Association shows that the use of AI-based chatbots for customer service can reduce support costs by up to 30%, while improving user satisfaction by 40%. Given this reality, professionals need to develop advanced skills to deftly use intelligent systems to provide more individualized experiences. In this context, TECH has designed a program consisting of a 120-hour stay in a reference center in the field of Artificial Intelligence in Marketing and Communication.

Therefore, during 3 weeks, the students will be part of a team of experts in Marketing and Communication, actively collaborating in the design and execution of strategies based on Artificial Intelligence. During this period, they will not only be updated in the most advanced technological tools, but will also perfect key skills such as campaign personalization and data analysis. In doing so, they will implement innovative approaches that will enhance their ability to create impact in the digital environment.

During the stay they will be supported by an assistant tutor, who will ensure that all the requirements for which this Practical Internship has been designed are met. On this basis, the specialist will work with total guarantee and security in the management of the most innovative clinical technology.

02 Why Study at TECH?

TECH is the world's largest online university. With an impressive catalog of more than 14,000 university programs, available in 11 languages, it is positioned as a leader in employability, with a 99% job placement rate. In addition, it has a huge faculty of more than 6,000 professors of the highest international prestige.



TECH combines Relearning and the Case Method in all its university programs to guarantee excellent theoretical and practical learning by studying when you want and from wherever you want"



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Study at the largest online university in the world and ensure your professional success. The future begins at TECH”

The world's best online university according to FORBES

The prestigious Forbes magazine, specialized in business and finance, has highlighted TECH as "the world's best online university" This is what they have recently stated in an article in their digital edition in which they echo the success story of this institution, "thanks to the academic offer it provides, the selection of its teaching staff, and an innovative learning method aimed at educating the professionals of the future"

A world-class teaching staff

TECH's teaching staff is made up of more than 6,000 professors with the highest international recognition. Professors, researchers and top executives of multinational companies, including Isaiah Covington, performance coach of the Boston Celtics; Magda Romanska, principal investigator at Harvard MetaLAB; Ignacio Wistumba, chairman of the department of translational molecular pathology at MD Anderson Cancer Center; and D.W. Pine, creative director of TIME magazine, among others.

The world's largest online university

TECH is the world's largest online university. We are the largest educational institution, with the best and widest online educational catalog, one hundred percent online and covering the vast majority of areas of knowledge. We offer a large selection of our own degrees and accredited online undergraduate and postgraduate degrees. In total, more than 14,000 university degrees, in eleven different languages, make us the largest educational largest in the world.



The most complete study plans on the university scene

TECH offers the most complete study plans on the university scene, with syllabuses that cover fundamental concepts and, at the same time, the main scientific advances in their specific scientific areas. In addition, these programs are continuously being updated to guarantee students the academic vanguard and the most in-demand professional skills. In this way, the university's qualifications provide its graduates with a significant advantage to propel their careers to success.

A unique learning method

TECH is the first university to use *Relearning* in all its programs. It is the best online learning methodology, accredited with international teaching quality certifications, provided by prestigious educational agencies. In addition, this disruptive educational model is complemented with the "Case Method", thereby setting up a unique online teaching strategy. Innovative teaching resources are also implemented, including detailed videos, infographics and interactive summaries.

The official online university of the NBA

TECH is the official online university of the NBA. Thanks to our agreement with the biggest league in basketball, we offer our students exclusive university programs, as well as a wide variety of educational resources focused on the business of the league and other areas of the sports industry. Each program is made up of a uniquely designed syllabus and features exceptional guest hosts: professionals with a distinguished sports background who will offer their expertise on the most relevant topics.

Leaders in employability

TECH has managed to become the leading university in employability. 99% of its students obtain jobs in the academic field they have studied, within one year of completing any of the university's programs. A similar number achieve immediate career enhancement. All this thanks to a study methodology that bases its effectiveness on the acquisition of practical skills, which are absolutely necessary for professional development.



Google Premier Partner

The American technology giant has awarded to TECH the Google Premier Partner badge. This award, which is only available to 3% of the world's companies, highlights the efficient, flexible and tailored experience that this university provides to students. The recognition as a Google Premier Partner not only accredits the maximum rigor, performance and investment in TECH's digital infrastructures, but also places this university as one of the world's leading technology companies.



The top-rated university by its students

Students have positioned TECH as the world's top-rated university on the main review websites, with a highest rating of 4.9 out of 5, obtained from more than 1,000 reviews. These results consolidate TECH as the benchmark university institution at an international level, reflecting the excellence and positive impact of its educational model. These ratings place TECH as the absolute international university reference.



03

Teaching Objectives

The objective is to train graduates in the practical use of advanced Artificial Intelligence tools applied to Marketing and Communication. This will be achieved through a practical experience designed with academic rigor, focused on the development of innovative and personalized strategies. Under the guidance of experts in the sector, students will master cutting-edge technologies to optimize campaigns and make strategic decisions based on accurate data.



General Objectives

- Understand the principles of Digital Marketing transformation through the use of Artificial Intelligence and master the use of tools to optimize SEO and SEM strategies
- Apply Artificial Intelligence techniques in the management and analysis of social networks to boost reach and interaction, as well as improve communication with customers on different platforms
- Design and develop effective chatbots and Virtual Assistants for Digital Marketing strategies, also applying predictive analytics and Big Data techniques
- Use AI and Email Marketing for advanced personalization and automation in campaigns





Specific Objectives

- ♦ Master prompt engineering in ChatGPT and image generation by Artificial Intelligence to optimize the interaction of Marketing campaigns and the generation of content for blogs and social networks.
- ♦ Apply Artificial Intelligence techniques in the creation of videos to enrich and diversify audiovisual content in Marketing
- ♦ Strategically integrate AI-generated content into complete Digital Marketing strategies, researching and anticipating future trends to stay ahead of the curve
- ♦ Develop evaluation and measurement methods to analyze the impact of AI-generated content on Marketing strategies
- ♦ Implement strategies for Marketing process automation using Artificial Intelligence, efficiently integrating diverse data and platforms
- ♦ Apply Artificial Intelligence techniques to optimize advertising campaigns, maximizing their effectiveness, and personalize audiences for accurate and effective targeting
- ♦ Use AI in Email Marketing to automate processes and personalize campaigns in an advanced way
- ♦ 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
- ♦ Apply Artificial Intelligence techniques in the analysis of large volumes of data to obtain relevant marketing insights
- ♦ Use data visualization tools with AI to generate accurate and understandable campaign and communications reports
- ♦ Apply Artificial Intelligence in market research to identify relevant trends and patterns, segmenting it accurately and effectively
- ♦ Implement predictive analytics in marketing to support strategic decision making
- ♦ Use Artificial Intelligence in marketing return on investment measurement to evaluate

strategy effectiveness

- ♦ Master techniques and tools for lead scoring, identifying and prioritizing high-potential opportunities
- ♦ Implement Artificial Intelligence in customer relationship management to improve interaction and satisfaction, as well as to predict customer needs
- ♦ Perform competitive analysis with AI to identify strengths, weaknesses, and opportunities in the marketplace



You will implement cutting-edge solutions based on Artificial Intelligence that respond to market demands in Marketing and Communication”

04 Internship

The Internship Program of this Artificial Intelligence in Marketing and Communication program consists of a clinical internship in a prestigious institution, lasting 3 weeks, from Monday to Friday, with 8 consecutive hours of practical training with an assistant specialist.

In this training proposal, completely practical in nature, the activities are aimed at developing and perfecting the skills necessary for the provision of multiple Marketing and Communication services.

It is undoubtedly an opportunity to learn by working in the dynamic world of digital Marketing, where the integration of Artificial Intelligence tools is at the center of modern strategies. This is a new way of understanding and optimizing Communication processes, which makes TECH the ideal setting for this innovative experience, designed to hone professional skills in campaign management and strategic decision making.

The practical part will be carried out with the active participation of the student performing the activities and procedures of each area of competence (learning to learn and learning to do), with the accompaniment and guidance of teachers and other fellow trainees that facilitate teamwork and multidisciplinary integration as transversal competencies for the praxis of Marketing and Communication (learning to be and learning to relate).

The procedures described below will be the basis of the practical part of the training, and its realization will be subject to the center's own availability and workload, being the proposed activities the following:





Module	Practical Activity
Communication and Marketing Analytics	Collect performance data on platforms such as Google Ads, social networks and email
	Analyze metrics such as engagement, reach and audience growth
	Use tools such as Google Analytics to track website interactions
	Classify customers into groups based on interests, behavior or demographics
Content Creation with Artificial Intelligence	Create informative or persuasive content optimized for SEO
	Design impactful messages tailored to each platform
	Use AI to generate unique graphics, illustrations and designs
	Program content in social networks or blogs in an efficient way
Advanced Digital Marketing Techniques	Identify groups of users with similar characteristics to personalize campaigns
	Use recommendation engines to suggest products or services based on user behavior
	Automatically respond to frequent queries and guide the user through the purchase process
	Automatically modify campaigns based on performance (budget, audience or creative)
Sales Optimization with Artificial Intelligence	Analyze behavioral patterns to identify new potential customers
	Generate targeted emails, ads or messages for each lead based on their behavior and interests
	Send automated email sequences tailored to the customer lifecycle
	Detect bottlenecks and optimize sales process stages

05 Internship Centers

In its maxim of offering quality education within the reach of most people, TECH has decided to broaden the academic horizons so that this training can be provided in various centers geographically. A unique opportunity that allows the professional to continue to grow their career alongside the best specialists in the sector in various reference clinics.

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You will carry out your Internship Program in a renowned entity in the field of Marketing and Communication”





The student will be able to do this program at the following centers:



School of Business

La Guía de Sevilla

Country	City
Spain	Seville

Address: Avda. de las Ciencias 26 B 2
7ºB 41020 Sevilla

.Marketing and Advertising Agency

Related internship programs:
- Artificial Intelligence in Marketing and Communication

06

General Conditions

Civil Liability Insurance

The university's main concern is to guarantee the safety of the interns, other collaborating professionals involved in the internship process at the center. Among the measures dedicated to achieve this is the response to any incident that may occur during the entire teaching-learning process.

To this end, the university commits to purchasing a civil liability insurance policy to cover any eventuality that may arise during the stay at the internship center.

This liability policy for interns will have broad coverage and will be taken out prior to the start of the Internship Program period. That way professionals will not have to worry in case of having to face an unexpected situation and will be covered until the end of the internship program at the center.



General Conditions of the Internship Program

The general terms and conditions of the internship program agreement shall be as follows:

1. TUTOR: During the Internship Program, students will be assigned with two tutors who will accompany them throughout the process, answering any doubts and questions that may arise. On the one hand, there will be a professional tutor belonging to the internship center who will have the purpose of guiding and supporting the student at all times. On the other hand, they will also be assigned with an academic tutor, whose mission will be to coordinate and help the students during the whole process, solving doubts and facilitating everything they may need. In this way, the student will be accompanied and will be able to discuss any doubts that may arise, both clinical and academic.

2. DURATION: The internship program will have a duration of three continuous weeks, in 8-hour days, 5 days a week. The days of attendance and the schedule will be the responsibility of the center and the professional will be informed well in advance so that they can make the appropriate arrangements.

3. ABSENCE: If the students does not show up on the start date of the Internship Program, they will lose the right to it, without the possibility of reimbursement or change of dates. Absence for more than two days from the internship, without justification or a medical reason, will result in the professional's withdrawal from the internship, therefore, automatic termination of the internship. Any problems that may arise during the course of the internship must be urgently reported to the academic tutor.

4. CERTIFICATION: Professionals who pass the Internship Program will receive a certificate accrediting their stay at the center.

5. EMPLOYMENT RELATIONSHIP: The Internship Program shall not constitute an employment relationship of any kind.

6. PRIOR EDUCATION: Some centers may require a certificate of prior education for the Internship Program. In these cases, it will be necessary to submit it to the TECH internship department so that the assignment of the chosen center can be confirmed.

7. DOES NOT INCLUDE: The Internship Program will not include any element not described in the present conditions. Therefore, it does not include accommodation, transportation to the city where the internship takes place, visas or any other items not listed.

However, students may consult with their academic tutor for any questions or recommendations in this regard. The academic tutor will provide the student with all the necessary information to facilitate the procedures in any case.

07 Certificate

This private qualification will allow you to obtain a diploma for the **Internship Program in Artificial Intelligence in Marketing and Communication** endorsed by **TECH Global University**, the world's largest online university.

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

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

Title: **Internship Program in Artificial Intelligence in Marketing and Communication**

Duration: **3 weeks**

Attendance: **Monday to Friday, 8-hour consecutive shifts**

Credits: **4 ECTS**



future
health confidence people
education information tutors
guarantee accreditation teaching
institutions technology learning
community commitment
personalized service innovation
knowledge present quality
online training
development languages
virtual classroom



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