

Postgraduate Certificate

Digital Content Generation with Artificial Intelligence



Postgraduate Certificate Digital Content Generation with Artificial Intelligence

- » Modality: Online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Schedule: at your own pace
- » Exams: online
- » Target Group: University Graduates, Postgraduate Certificates and Bachelor's Degree Holders who have previously performed in the field of Communication and Advertising, Computer and/or Business Sciences

Website: www.techtute.com/us/school-of-business/postgraduate-certificate/digital-content-generation-artificial-intelligence

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01 Welcome

Digital Content Generation with Artificial Intelligence (AI) has transformed the way information is created and consumed in the digital age. This technique has revolutionized efficiency by generating content in an automated and personalized way. In fact, AI enables scalable and rapid production of relevant material, tailored to specific audiences. It also optimizes quality by analyzing data and patterns to generate more accurate and engaging content. In this way, the ability to learn and continuously improve makes AI Content Generation an invaluable tool. In this context, TECH has designed a 100% online educational program, based on the revolutionary Relearning methodology.



Postgraduate Certificate in Digital Content Generation with Artificial Intelligence
TECH Technological University

“

You will delve into optimizing marketing strategies, creating unique user experiences and providing accurate real-time information"

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.



“

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 Technological 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"

03

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 Technological University community.

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

04 Objectives

This Postgraduate Certificate in Digital Content Generation with Artificial Intelligence will merge creativity with cutting-edge technology. In this way, entrepreneurs will be equipped with innovative tools that will revolutionize the way content is created and distributed. In addition, they will use AI as an ally, unlocking its potential to generate engaging, personalized and strategically targeted material. Likewise, you will dive into the deep understanding of data and pattern analysis, which will allow you to anticipate the needs of audiences and deliver unique digital experiences.



“

This will empower you to become an architect of the next generation of digital content, setting industry standards with your unparalleled vision and skills"

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

The **Postgraduate Certificate in Digital Content Generation with Artificial Intelligence** will enable students to:

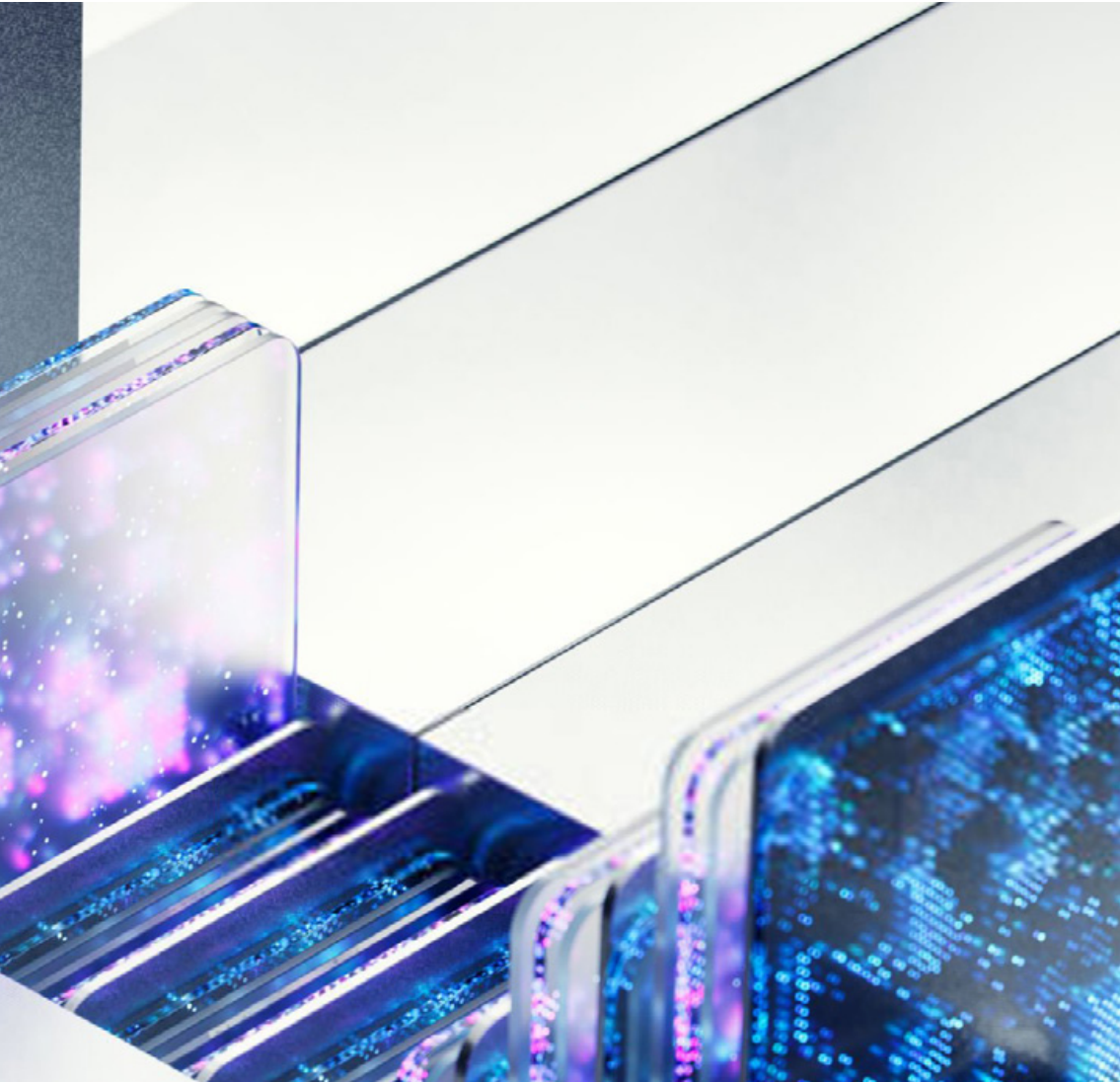
01

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

02

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





03

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

04

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

05

Structure and Content

The Postgraduate Certificate in Digital Content Generation with 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 weeks 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 an ever-evolving digital environment”*

Syllabus

The Postgraduate Certificate in Digital Content Generation with Artificial Intelligence will immerse graduates in the very essence of AI-driven creativity, delving into content creation in its many facets: text, images and videos. From the fundamentals of prompt engineering, in tools such as ChatGPT, to a deep understanding of the ethics of content generation, professionals will benefit from innovative learning.

Throughout the educational program, the strategic use of tools such as Midjourney and Fliki will be explored, equipping entrepreneurs with the skills to generate impactful, personalized and relevant content for specific audiences.

This immersion in cutting-edge techniques will not only enable the acquisition of advanced technical skills, but will also foster a critical understanding of how Artificial Intelligence shapes digital storytelling and how this knowledge can be applied ethically and effectively in the real world.

In order to enhance understanding and retention of concepts, TECH has designed its programs based on the innovative *Relearning* methodology. This educational strategy will enable students to consolidate their understanding by reviewing the key concepts of the syllabus, presented through a variety of cutting-edge multimedia formats. Likewise, this dynamic combination will promote a gradual and natural growth.

This Postgraduate Certificate in Digital Content Generation with Artificial Intelligence is developed over 6 weeks and is divided into 1 module:

Module 1

Content Generation with AI



Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Digital Content Generation with Artificial Intelligence in a totally online way. During the 6 weeks of the specialization, the student will be able to access all the contents of this program at any time, which will allow 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. Content Generation with AI

1.1. Prompt Engineering in ChatGPT

- 1.1.1. Quality Improvement of the Generated Content
- 1.1.2. Strategies to Optimize Model Performance
- 1.1.3. Effective Prompts Design

1.2. AI Image Generation Tools through ChatGPT

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

1.3. Video Creation with AI

- 1.3.1. Tools to Automate Video Editing
- 1.3.2. Voice Synthesis and Automatic Dubbing
- 1.3.3. Techniques for Object Tracking and Animation

1.4. AI Text Generation for Blogging and Social Media Creation through ChatGPT

- 1.4.1. Strategies for Improving SEO Positioning in Generated Content
- 1.4.2. Using AI to Predict and Generate Content Trends
- 1.4.3. Creating Attractive Headlines

1.5. Personalization of AI Content to Different Audiences Using Optimizely

- 1.5.1. Identification and Analysis of Audience Profiles
- 1.5.2. Dynamic Adaptation of Content according to User Profiles
- 1.5.3. Predictive Audience Segmentation

1.6. Ethical Considerations for the Responsible Use of AI in Content Generation

- 1.6.1. Transparency in Content Generation
- 1.6.2. Prevention of Bias and Discrimination in Content Generation
- 1.6.3. Control and Human Supervision in Generative Processes

1.7. Analysis of Successful Cases in Content Generation with AI

- 1.7.1. Identification of Key Strategies in Successful Cases
- 1.7.2. Adaptation to Different Sectors
- 1.7.3. Importance of Collaboration between AI Specialists and Industry Practitioners

1.8. Integration of AI-generated Content in Digital Marketing Strategies

- 1.8.1. Optimization of Advertising Campaigns with Content Generation
- 1.8.2. Personalization of User Experience
- 1.8.3. Automation of Marketing Processes

1.9. Future Trends in Content Generation with AI

- 1.9.1. Advanced and Seamless Text, Image and Audio Integration
- 1.9.2. Hyper-personalized Content Generation
- 1.9.3. Improved AI Development in Emotion Detection

1.10. Evaluation and Measurement of the Impact of AI-generated Content

- 1.10.1. Appropriate Metrics to Evaluate the Performance of Generated Content
- 1.10.2. Measurement of Audience Engagement
- 1.10.3. Continuous Improvement of Content through Analysis



“

This Postgraduate Certificate is not only presented as an investment in knowledge, but also as the path to become the pioneer who will shape the digital marketing landscape of the future"

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 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*”



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



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

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 must integrate all their knowledge, research, 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.

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 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 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.



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.

With this methodology we have 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, markets, and financial 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 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.



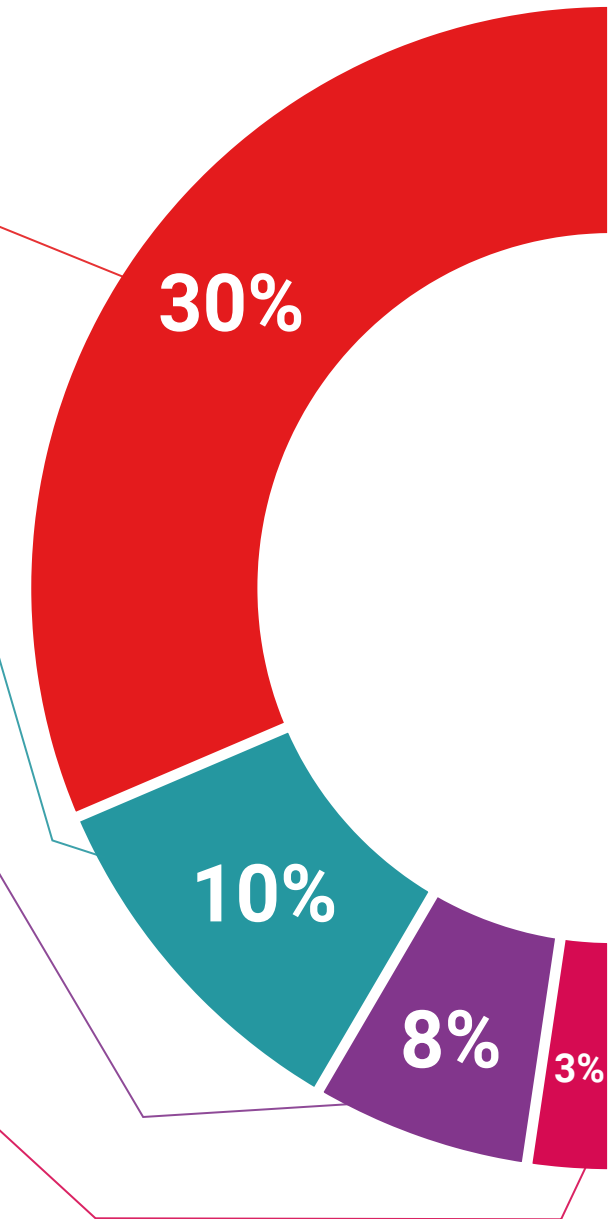
Management Skills Exercises

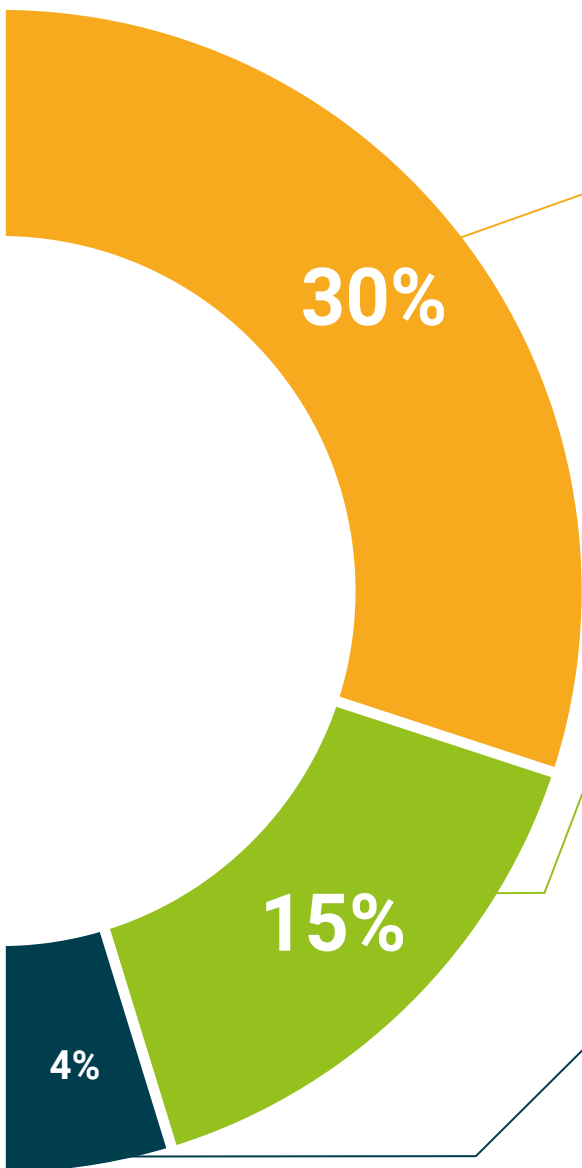
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



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.



**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 senior management 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.



07

Our Students' Profiles

The program is aimed at University Graduates, Postgraduate Certificates and Bachelor's Degree Holders who have previously worked in the field of Communication and 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 Certificate 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 Digital Content Generation.



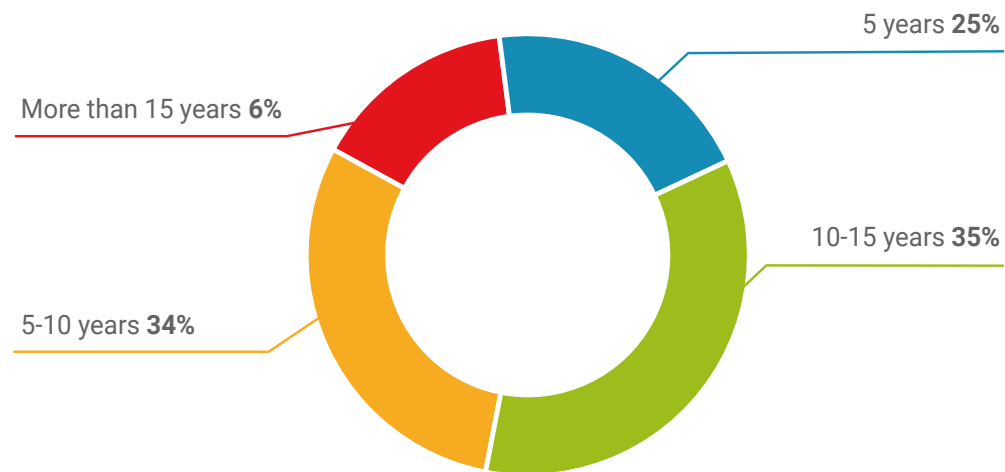
“

You will access the latest developments in Artificial Intelligence, applied to Digital Content Generation, in no less than 180 hours of exclusive resources"

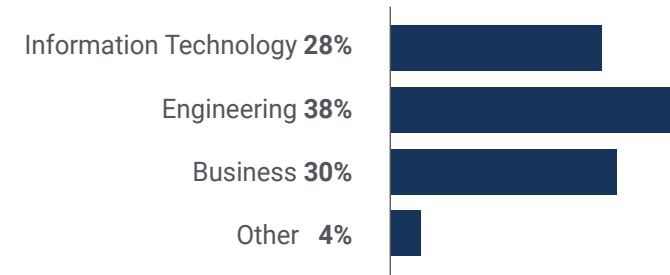
Average Age

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

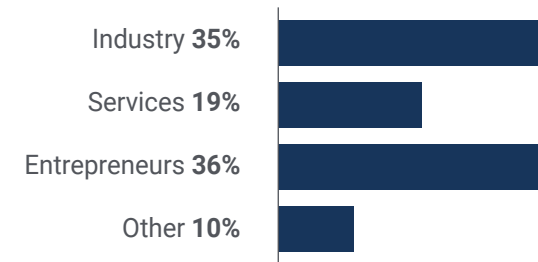
Years of Experience



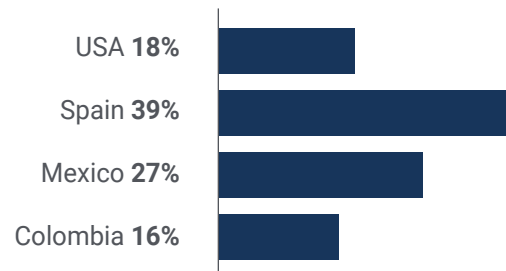
Training



Academic Profile



Geographical Distribution



Gabriel Vázquez

Digital Marketing Director

"My experience in this Postgraduate Certificate has been exceptionally positive. Notably, I have broadened my understanding of how Artificial Intelligence transforms and empowers the creation of Digital Content in the field of Marketing, something extremely useful in the position I currently hold. I must acknowledge that I have managed to develop my professional career, raising my perspectives and skills to a new level"

08

Course Management

TECH has carefully selected the faculty that make up this university program. Made up of a multidisciplinary team of experts, leaders at the convergence of creativity and technology, these experts not only possess vast industry experience, but are also committed to the challenge of molding the creative and analytical minds of tomorrow. As such, each instructor brings with them a unique background of practical and theoretical knowledge, conveying their passion for innovation and the ability to convey advanced technical skills in an accessible manner.



“

Thanks to the guidance of the faculty, you will be immersed in a world of possibilities where creativity merges with AI to create a real and lasting impact on the digital content industry"

Management



Dr. Peralta Martín-Palomino, Arturo

- ♦ CEO and CTO at Prometheus 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

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 program in the digital academic landscape"

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

The TECH Postgraduate Certificate in Digital Content Generation with Artificial Intelligence is an intensive program that prepares you to face challenges and business decisions in the field of Digital Content Generation using Artificial Intelligence. The main objective is to promote your personal and professional growth. Helping them 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.

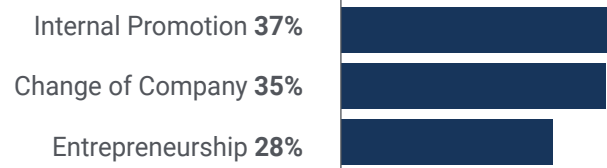
Raise your professional profile by efficiently mastering the technologies of the future with this exclusive university qualification.

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

Time of Change



Type of change



Salary increase

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



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 training and university and university 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.



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

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



“

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

This **Postgraduate Certificate in Digital Content Generation with Artificial Intelligence** contains the most complete and up-to-date program on the market.

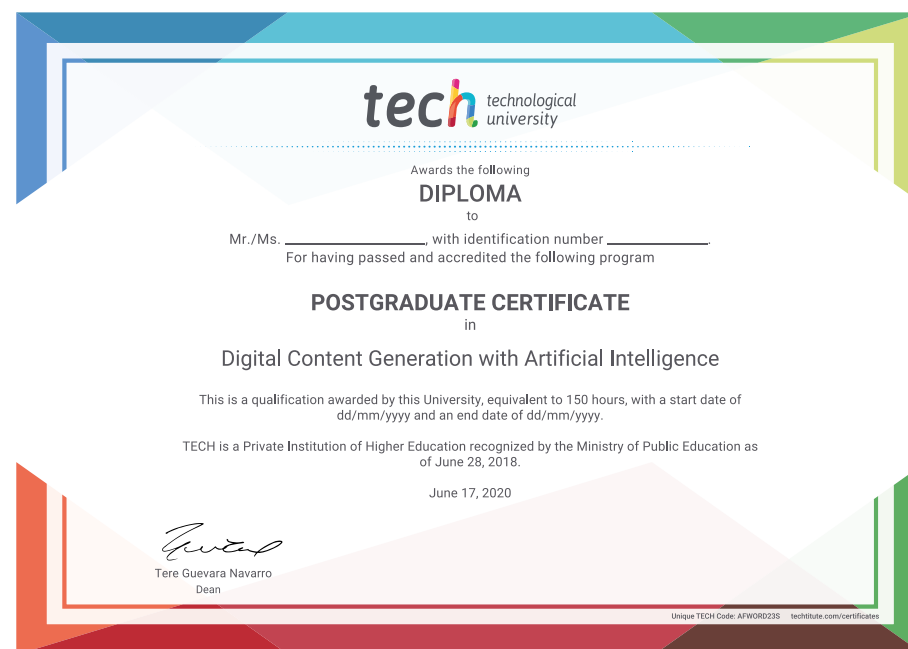
After the students has passed the assessments, they will receive their corresponding **Postgraduate Certificate** diploma issued by **TECH Technological University** via **tracked delivery***.

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

Title: **Postgraduate Certificate in Digital Content Generation with Artificial Intelligence**

Modality: **online**

Duration: **6 weeks**



*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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Postgraduate Certificate

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