

Postgraduate Certificate

Digital Marketing Strategies using Artificial Intelligence



Postgraduate Certificate Digital Marketing Strategies using 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.techitute.com/us/school-of-business/postgraduate-certificate/digital-marketing-strategies-artificial-intelligence

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01 Welcome

Digital Marketing Strategies driven by Artificial Intelligence (AI) have transformed the way companies interact with their audience. AI enables the precise personalization of campaigns, tailoring them to individual consumer behaviors and preferences. It also streamlines the collection and analysis of large-scale data, providing deep insights into the effectiveness of strategies in real time. This leads to constant optimization, improving market segmentation, ROI and customer experience, contributing to the sustained success of companies in the digital environment. In this context, TECH has designed a fully online educational program, based on the revolutionary *Relearning* methodology.



Postgraduate Certificate in Digital Marketing Strategies using Artificial Intelligence
TECH Technological University

“

AI-backed Digital Marketing Strategies will provide you with improved operational efficiency, advanced personalization and more informed decision making"

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 Marketing Strategies using Artificial Intelligence is designed to prepare leaders in the field of Marketing. This program will nurture entrepreneurs with the most cutting-edge knowledge, offering a comprehensive understanding of how AI transforms and empowers Marketing strategies in today's digital environment. In this way, the objectives not only include mastering AI tools and techniques, but also fostering the creativity and strategic ability to apply these advances effectively.



“

At the end of the program, you will be able to propel any brand to success by leveraging AI to create highly personalized campaigns, improve decision making and captivate audiences"

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

The **Postgraduate Certificate in 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

Structure and Content

The Postgraduate Certificate in 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 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 Marketing Strategies using Artificial Intelligence will offer a complete immersion in the revolutionary intersection between Artificial Intelligence and Digital Marketing. In doing so, the syllabus will cover a broad spectrum of topics, providing entrepreneurs with an in-depth understanding of how AI redefines every facet of the digital field.

From unraveling the secrets of search engine optimization, and mastering social media strategies, to exploring content generation and programmatic advertising, professionals will acquire the essential tools to boost the online presence of any brand they work with.

Graduates will also immerse themselves in advanced strategies to personalize the user experience, understanding how AI can adapt and improve the interaction between brands and their audience. In this sense, the syllabus will not only provide in-depth theoretical knowledge, but will also qualify students to apply these strategies effectively, preparing them to lead in a constantly evolving digital environment.

Therefore, with the aim of improving the understanding and retention of concepts, TECH has structured all its programs around the pioneering methodology of Relearning. This educational strategy will allow students to consolidate their understanding by reviewing the fundamental concepts, which will be presented in different multimedia formats, at the forefront of technology. In this way, an organic and progressive development of skills will be achieved.

This Postgraduate Certificate in Digital Marketing Strategies using Artificial Intelligence is developed over 6 weeks and is divided into 1 module:

Module 1

Artificial Intelligence in Digital Marketing Strategies



Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Digital Marketing Strategies using 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. 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 Personalization and Automation in Campaigns

- 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



“

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.



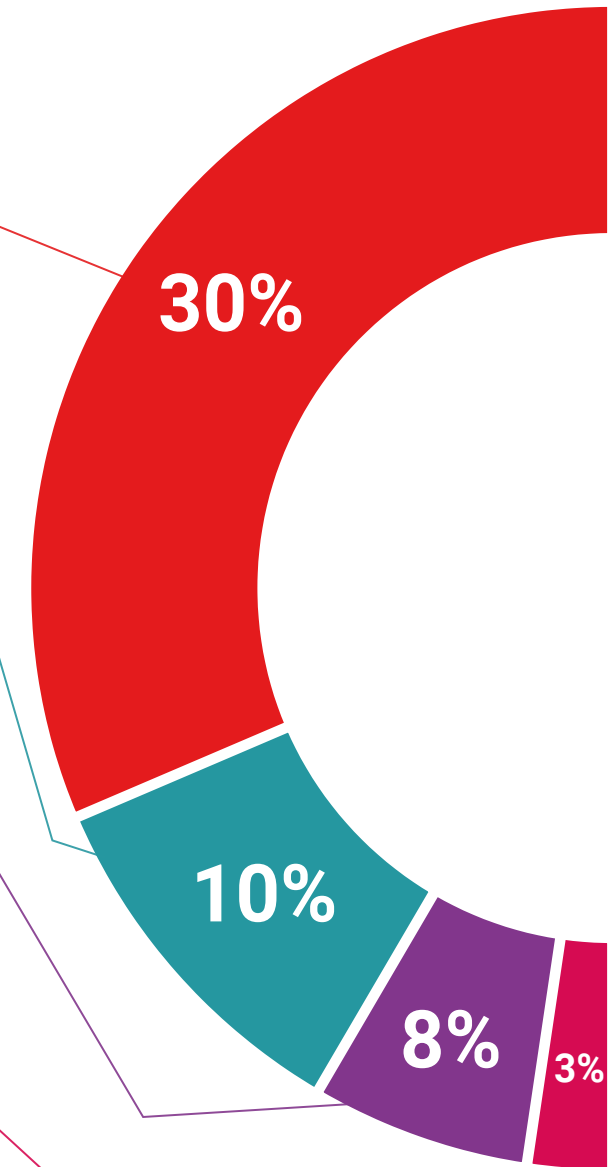
Management Skills Exercises

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.

Professionals who, being university graduates in any area, have a work experience of two years in the field of Marketing and Communication can also do the Postgraduate Certificate.



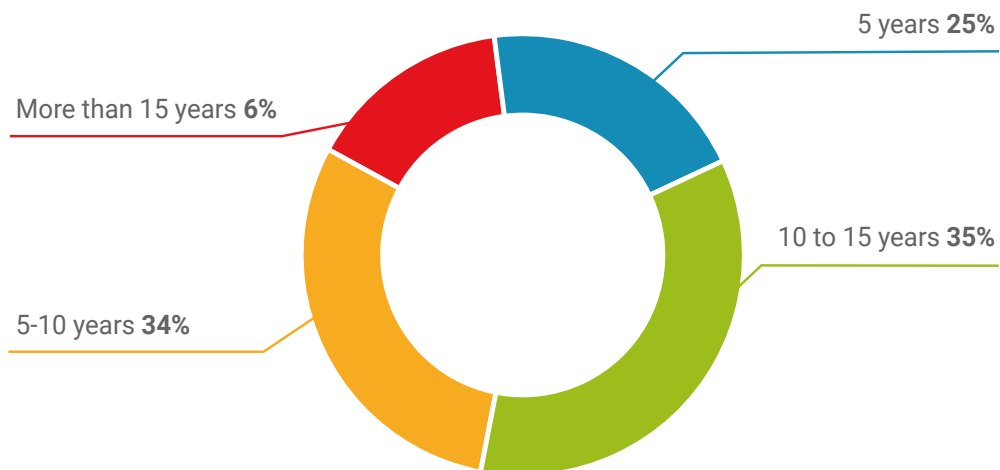
“

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

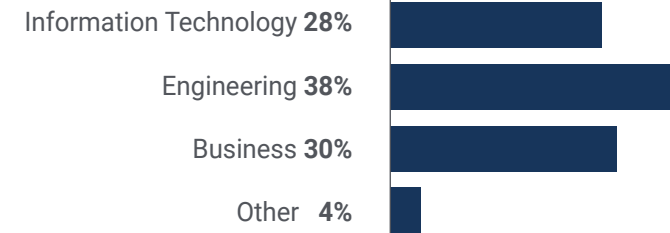
Average Age

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

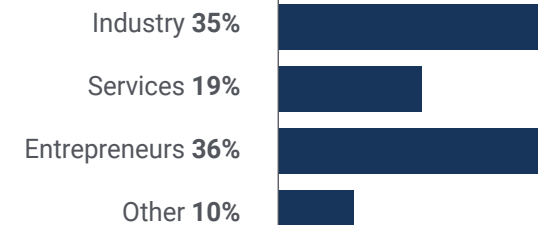
Years of Experience



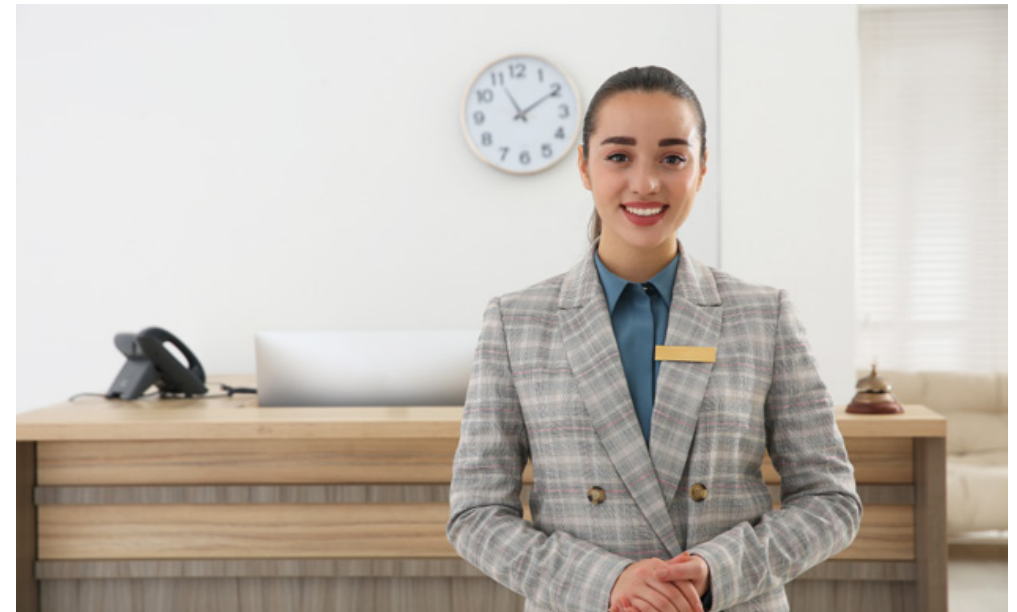
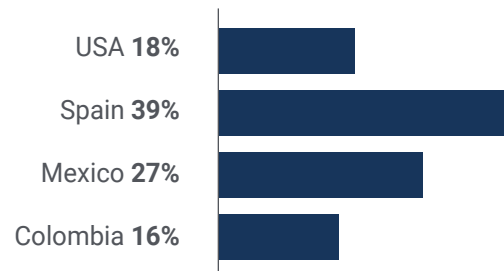
Training



Academic Profile



Geographical Distribution



Sofía Suárez

Chief Marketing Officer

"My experience at TECH has been extraordinary. This Postgraduate Certificate has allowed me to explore how Artificial Intelligence can transform Digital Marketing strategies. Now I can say with conviction that I have the necessary tools to understand and effectively apply emerging technologies in the field of Marketing. And the fact is that this qualification has allowed me to develop practical skills that will undoubtedly be fundamental for my current job. I look forward to applying this useful knowledge in my next marketing strategies"

08

Course Management

The professors leading this program are experts in their respective fields and have been meticulously selected for their deep knowledge in Digital Marketing and their mastery of AI applied to this discipline. These professionals not only have a vast academic background, but are also immersed in the forefront of the industry, bringing real cases, updated trends and concrete examples that will enrich the understanding of the graduates. Their collaborative and passionate approach will challenge students to explore new frontiers and develop skills that will make a difference in the competitive world of Digital Marketing.



“

Thanks to the guidance of renowned experts, you will acquire in-depth knowledge to lead the digital revolution in Marketing"

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 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 program in the digital academic landscape”

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

The TECH Postgraduate Certificate in Digital Marketing Strategies using Artificial Intelligence is an intensive program that prepares you to face challenges and business decisions in the field of Digital Marketing Strategies 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.

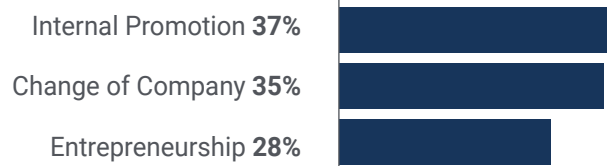
Raise your professional profile by efficiently mastering the technologies of the future with this exclusive university qualification.

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 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.



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 Marketing Strategies using Artificial Intelligence guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



“

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

This **Postgraduate Certificate in Digital Marketing Strategies using 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 Marketing Strategies using Artificial Intelligence**

Modality: **online**

Duration: **6 weeks**





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