

# AI+ Marketing

**Category:** AI/ML | **Vendor:** AI Certs

**Duration:** 8.00 hours (1 days)

**6.5 CPD Hours**

**Rating:** ★ 4.6 (5,878 reviews)

## Course Information

<b>Language:</b>	English
<b>Delivery Format:</b>	Instructor Led - Online
<b>Certification:</b>	AI+ Marketing
<b>Related Exam:</b>	AI+ Marketing

## Course Overview

The AI+ Marketing Course Programme is specifically tailored for marketing professionals and business leaders who are keen to leverage artificial intelligence to transform their marketing strategies. It provides an in-depth exploration of how AI can be utilized to automate processes such as customer segmentation, personalize marketing campaigns, and sift through big data for valuable insights. Participants will engage with a curriculum that spans the full gamut of AI's applications in marketing, highlighted by practical examples that showcase AI's potential to boost customer engagement, campaign performance, and return on investment.

Central to the programme is a focus on the ethical deployment of AI in marketing, ensuring that participants are equipped with the knowledge to use AI tools in a manner that is responsible and considerate of broader societal impacts. As the course concludes, attendees will emerge with a comprehensive understanding of AI's role in modern marketing, prepared to lead their teams and strategies effectively in this AI-centric landscape. This newfound expertise will empower them to make savvy, forward-thinking decisions that drive their companies toward greater success.

## About This Course

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## Who Should Attend

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Digital Marketing Strategist

# Learning Outcomes

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**Upon successful completion of this course, participants will be able to:**

## **Course Objectives**

- Understanding AI in Marketing
- Optimizing Marketing Strategies with AI
- Data-Driven Decision Making
- Enhancing Customer Experience
- Measuring and Evaluating AI Marketing Initiatives

## **📄 Certification Path**

AI+ Marketing

Exam: AI+ Marketing

## Additional Course Details

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Step into the future of technology with industry-recognised certifications from AI Certs covering the full organisations AI certification requirements. Whether you're starting your journey or advancing your career, our expert-led training programs give you the skills to design, build, and manage AI solutions using leading platforms and technologies. Gain real-world knowledge, and the confidence to drive innovation in any industry.

# Frequently Asked Questions

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## **Q: What delivery options are available for AI+ Marketing?**

We offer multiple delivery formats:

- Live Instructor-Led Classroom Online (Virtual/Live Online)
  - Traditional Instructor-Led Classroom Training (ILT)
  - On-site delivery at your offices anywhere in United Kingdom
  - Private dedicated courses customized for your team
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## **Q: What certification does this course prepare me for?**

The AI+ Marketing course helps prepare you for the AI+ Marketing certification path.

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## **Q: Which exam does this course prepare me for?**

This course prepares you for the AI+ Marketing official exam. You can take this exam at any exam center across United Kingdom including London, Manchester, Birmingham, Edinburgh, or live online wherever you are located.

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## **Q: How many CPD hours does this course provide?**

The 1-day AI+ Marketing course provides up to 6.5 CPD hours of structured learning. CPD certificates can be provided upon request.

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## **Q: What is the duration of the AI+ Marketing training?**

The training takes place over 1 day(s), with each day lasting approximately 8.00 hours including breaks for lunch and refreshments.

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## **Q: Do you provide corporate training for AI+ Marketing?**

Yes, we provide corporate training, dedicated training, and closed classes for AI+ Marketing. Training can take place anywhere in United Kingdom including London, Manchester, Birmingham, Edinburgh, or live online allowing teams from across United Kingdom or internationally to attend.

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## Q: Why choose Nexus Human for AI+ Marketing?

Nexus Human is recognized as one of the leading training providers. Our trainers have won multiple awards including:

- Small Firms Best Trainer Award
- National Training Partner of the Year (Ireland) - Multiple Years
- Global Top 30 Instructor Awards (2012, 2019, 2021)
- Tech Excellence Award Nominations
- Learning Performance Institute (LPI) External Training Provider Sponsor 2024

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## Q: Are there any discount codes available?

Yes! Use discount code **PENPAL5** when booking your AI+ Marketing training. Please note that only one discount code can be used per booking and cannot be combined with other special offers.

# Nexus Human

## Professional Training & Development

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