

Continuing Education Certificate

Digital Marketing & AI Applied to Marketing



Duration

16 weeks



Languages

English or Spanish



Program Type

Continuing
Education Certificate



Format

100% Online



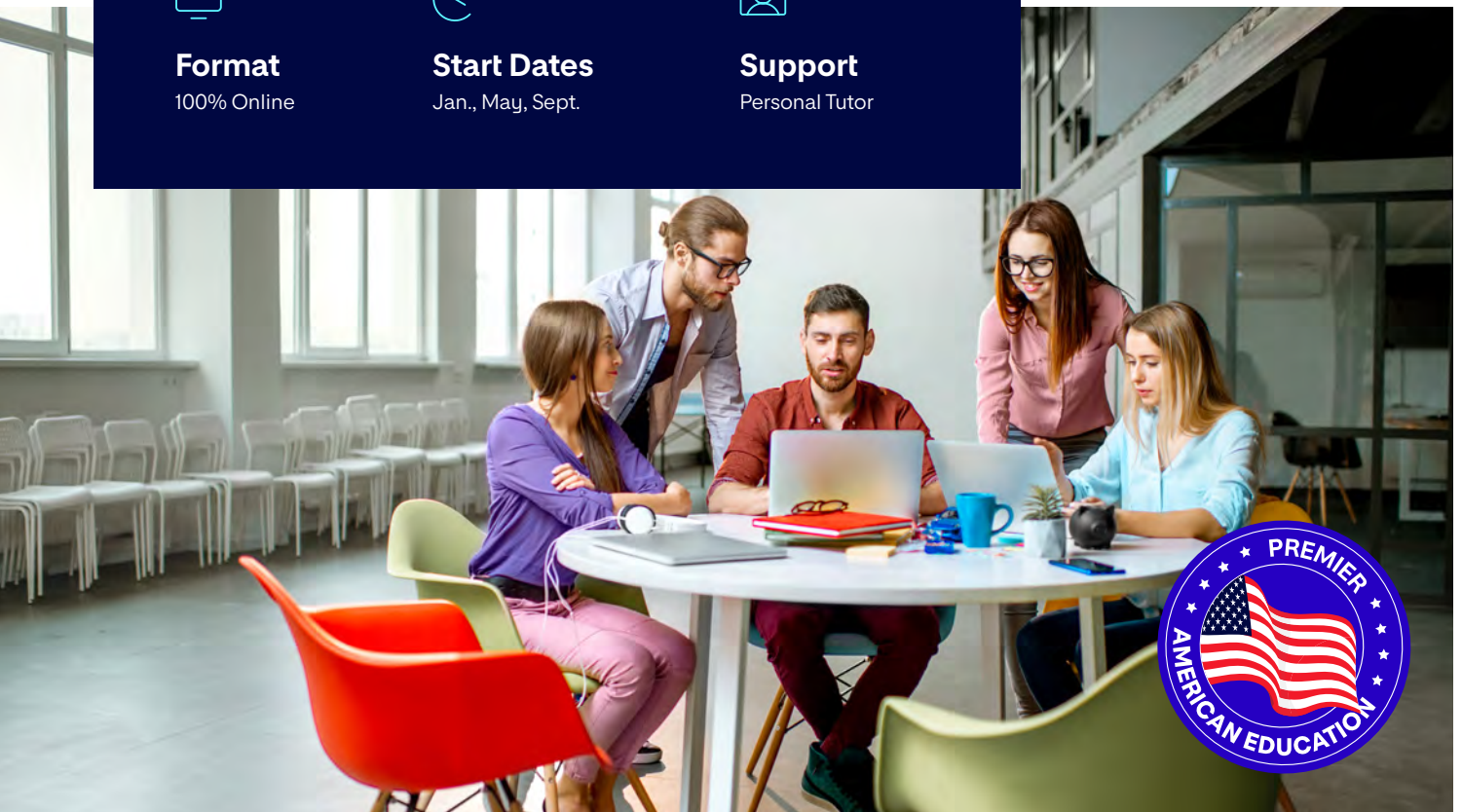
Start Dates

Jan., May, Sept.



Support

Personal Tutor



Continuing Education Certificate

Digital Marketing & AI Applied to Marketing

Step into the future of digital marketing with a specialized profile in AI-powered strategies for every stage of the customer journey.

In today's fast-paced marketing environment, AI, data, and automation are reshaping how brands connect with audiences. Campaigns are no longer just digital — they're intelligent, adaptive, and deeply personalized. This shift calls for professionals who can integrate AI into platforms like social media, connected TV (CTV), Digital Out of Home (DOOH), and digital audio to drive measurable impact.

With the Digital Marketing & AI Applied to Marketing Certificate, you'll gain a comprehensive understanding of how to design, execute, and optimize high-performance digital strategies using the latest AI tools and techniques. You'll learn to build AI-enhanced funnels, segment audiences with precision, and automate campaigns that convert.

By the end of the program, you'll have a specialized, future-ready profile in digital marketing powered by AI. You'll understand how to design omnichannel strategies, run high-impact campaigns, and apply AI to optimize targeting, automation, and performance. With hands-on experience, you'll be equipped to turn data into action and deliver measurable results in today's intelligent marketing landscape.

This program will enable you to:



Master digital marketing, including strategic and operational approaches, omnichannel strategies, and the role of AI in optimizing them.



Leverage advanced advertising techniques: SEM, prospecting and retargeting, display, video, native ads, mobile advertising, and AI-powered automation.



Implement campaign optimization across platforms like social media, CTV, DOOH, and digital audio, **using AI to your advantage**.



Harness digital analytics and measurement: web analytics, social media analytics, sentiment analysis, social listening, and key performance metrics.



Utilize eCommerce performance tracking, including acquisition, monetization, profitability, retention, and user behavior — **all powered by AI-driven insights**.

Continuing Education Certificate

Curriculum

Module 1

Digital marketing strategy, operations, and AI

Business models and monetization with AI

Marketing planning, KPIs, and budgeting

AI in segmentation, campaigns, and analytics

Module 2

Inbound marketing, AI-driven funnels, and automation

Web, mobile, UX/UI design, and AI SEO

SEO strategy, voice/visual search, and ASO

AI tools for content, targeting, and analytics

Module 3

SEM, display, native ads, and automation

AI-driven social, CTV, DOOH, and audio

Programmatic advertising and cookieless strategies

Module 4

Digital analytics, KPIs, and AI tools

Social listening, sentiment analysis with AI

eCommerce metrics: acquisition, retention, monetization

AI-driven measurement and reporting strategies

A 100% Online Learning Experience:



High-Quality Content: Engaging courses with a tested methodology by Proeduca, featuring comprehensive materials and live classes.



Flexible Learning: Study anytime, anywhere.



Career Advancement: Programs designed to help you excel professionally and stay ahead with the latest industry trends.



Personalized support from a **personal tutor** who accompanies you throughout the program.



User-Friendly Platform: Access a vast range of resources and materials easily through an intuitive online platform.



Outstanding Value: Affordable, high-quality education that maximizes your investment and ensures real results.



100% online



Live Classes



Personal Tutor



miuniversity.edu

Get info:

admissions@miuniversity.edu

(+1) (786) 706-5695

The MIU experience

A University for the Real World

MIU's mission is to provide innovative and affordable highquality degree programs and learning opportunities to students worldwide.

A commitment to excellence and quality inspires our programs that prepare students to face global challenges and successfully apply their academic knowledge to real-life situations.

As part of Proeduca Group, global leader in online education, MIU's innovative educational model integrates advanced technology with a personalized and high-quality education.

MIU's Division of Continuing Education is the bridge to the next step in your academic or professional journey—connecting you with the skills, knowledge, and network you need to expand your horizons and opportunities. Offering a wide range of certificate programs, MIU provides learning pathways for those seeking career advancement or personal enrichment, offering industry-relevant certificates and specialized studies.

7000+

Students

30+

Countries



100% online



Live Classes



Personal Tutor



miuniversity.edu

Get info:admissions@miuniversity.edu

(+1) (786) 706-5695