MARKETING AI CERTIFICATE

Program Description

As digital transformation reshapes every industry and function, marketers everywhere are racing to implement performance-driven marketing strategies that leverage today's most powerful digital technologies. Artificial intelligence is expected to have up to a $2.6 trillion business impact in sales and marketing alone. Will traditional, tried-and-true marketing methods be folded into this new era of performance marketing and AI, or will they become a thing of the past? Is your organization keeping up with the latest and greatest technology? Are you missing any potential areas for improvement?

In this certificate program, you will discover practical, innovative ways to apply machine learning and AI to the marketing function in order to enhance the customer journey, achieve data-driven decision making, and ultimately impact the success of your marketing initiatives.

You will start by assessing your organization's current marketing activities and create a plan to optimize them using the key concepts from AI and digital marketing to formulate a digital strategy. You will then be guided in creating your own digital marketing plans for both paid and owned media. In the final course, you'll have the opportunity to create a performance marketing plan and identify ways to supercharge it using artificial intelligence and machine learning.

Upon completing the program, you will have developed the skills and frameworks needed to gain an edge in digital marketing with artificial intelligence tools and battle-tested strategies that can stand the test of time in this rapidly changing landscape.

Key Takeaways

- Design a performance marketing strategy
- Identify opportunities to use AI to augment your marketing processes
- Prioritize and manage resources across both paid and owned media channels
- Assess the relevance of paid channels to addressing specific customer needs and marketing objectives
- Recognize threats to trust for your customers and determine how to safeguard their privacy

What You'll Earn

- Marketing AI Certificate from Cornell SC Johnson School of Business
- 40 Professional Development Hours (4 CEUs)

Who Should Enroll

- Marketing managers
- Content marketers
- Marketing automation specialists
- Product managers
- Marketing data analysts
- Brand managers
- CMOs
- Entrepreneurs

Total Investment

- 2 months to complete all the courses

How to Enroll

For more information on how to enroll, please visit Marketing AI Certificate (https://ecornell.cornell.edu/certificates/marketing/marketing-ai/).

Courses

Code	Title	Hours
eCornell LSM321	Digital Transformation in Marketing	0
eCornell LSM322	Marketing Automation and AI	0
eCornell LSM516	Assessing Opportunities in Paid Digital Media	0
eCornell LSM517	Assessing Opportunities in Owned Digital Media	0