GENERATIVE AI IN MARKETING CERTIFICATION

As per International Standards

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Unichrone Training Advantages

- ✔ 1 Day Interactive Instructor-led Online/Classroom or Group Training

- ✔ Course study materials designed by subject matter experts

- ✔ Mock Tests to prepare in a best way

- ✔ Highly qualified, expert & accredited trainers with vast experience

- ✔ Enrich with Industry best practices and case studies and present trends

- ✔ Generative AI in Marketing Training Course adhered with International Standards

- ✔ End-to-end support via phone, mail, and chat

- ✔ Convenient Weekday/weekend Generative AI in Marketing Training Course schedule

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About Unichrone

✔ We are a professional training institute with an extensive portfolio of professional certification courses. Our training programs are meant for those who want to expand their horizons by acquiring professional certifications across the spectrum. We train small- and medium-sized organizations all around the world, including in USA, Canada, Australia, UK, Ireland and Germany.

Guaranteed Quality

Handpicked Trainers

Global Presence

Online Training Option

We've trained professionals across global companies

PHILIPS

AXCESS
FINACIAL PRODUCT MANAGEMENT

CLARIANT

AkerSolutions

WÜRTH

baycoat

DUPONT

DASHTI

GlobalSign

TriskeleLabs

مصرف الراجحي
Al Rajhi Bank

DHL

ARASCO أراسكو

EMERSON

accenture

VOLVO

AMA
AMERICAN MEDICAL ASSOCIATION

sitel group

Signify

AtoS

LEAR CORPORATION

Importance of Generative AI in Marketing Training

✓ The innovative Generative AI For Marketing Certification authenticates professionals with advanced skills to harness the power of artificial intelligence in their marketing strategies. This enables them to drive more effective campaigns, optimize customer engagement, and achieve boosted ROI. In fact, this attestation opens a new era of marketing excellence with its focus on using AI to analyze big data, predict trends, personalize marketing messages, etc. This can enrich the participant's knowledge of using AI-powered tools to segment audiences and predict customer preferences.

✓ Generative AI For Marketing Training equips candidates with a comprehensive skill set for leveraging AI in marketing practices. Participants gain proficiency in prompt engineering, learning how to craft effective prompts for optimal AI output. Generative AI For Marketing Course covers diverse Generative AI models and their applications in content creation, image generation, and data analysis. Candidates learn to utilize AI for personalized marketing campaigns, automating repetitive tasks, and generating creative marketing assets. Instruction includes methods for measuring AI-driven campaign performance and optimizing strategies based on data insights.

ELIGIBILITY CRITERIA

✓ Aspirants need not meet any requirements to pursue Generative AI in Marketing Training Course. However, having prior knowledge is beneficial.

WHO SHOULD ATTEND

✓ Any individual who wants to gain skills in Generative AI in Marketing can enroll in the Generative AI in Marketing Training course.

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GENERATIVE AI IN MARKETING CERTIFICATION ADVANTAGES

HELPS BUILDING VALUES

CERTIFIES YOUR TALENT

GLOBAL RECOGNITION

PERFECT EXECUTION

BUILDS CUSTOMER LOYALTY

MORE EMPLOYABILITY OPTIONS

Syllabus of Generative AI in Marketing Training

Lesson 01 – Introduction to Generative AI
1.   Understanding Generative Artificial Intelligence
2.   Applications in Marketing
3.   Advantages
4.   Ethical Considerations

Lesson 2 – Data Management and Preprocessing
1.   Data Collection and Sourcing
2.   Data Cleaning and Validation
3.   Feature Extraction and Engineering
4.   Data Privacy and Compliance

Syllabus of Generative AI in Marketing Training

Lesson 03 – Consumer Behaviour Analysis
1. Customer Segmentation
2. Purchase History Analysis
3. Sentiment Analysis
4. Predictive Modelling

Lesson 04 – Content Generation Techniques
1. Natural Language Processing (NLP) Fundamentals
2. Text Generation Models
3. Image Generation Models
4. Video and Multimedia Generation

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Syllabus of Generative AI in Marketing Training

Lesson 05 – Personalisation and Targeting
1. Customer Profiling
2. Personalised Recommendations
3. Dynamic Content Creation
4. A/B Testing and Optimization

Lesson 06 – Campaign Optimisation and Automation
1. Predictive Analytics for Campaign Success
2. Marketing Automation Platforms
3. Dynamic Campaign Strategies
4. Performance Metrics and KPIs

Syllabus of Generative AI in Marketing Training

Lesson 07 – Brand Voice and Tone
1. Defining Brand Identity
2. Staying Ahead in the Evolving Landscape
3. Customising Content to Match Brand Voice
4. Maintaining Consistency Across Channels

Lesson 08 – Compliance and Ethical Considerations
1. GDPR and Data Privacy Regulations
2. Ethical Use of Generative AI
3. Enhancing Customer Experience
4. Transparency in Marketing Communication

Exam Format of Generative AI in Marketing Certification

Examination Format	
Exam Name	**Generative AI in Marketing Exam**
Exam Format	Multiple Choice
Total Questions & Duration	30 Questions, 1 Hour
Passing Score	Minimum passing score of 70%
Exam Cost	Included in training fee

To get you fully prepared with the knowledge and skills for Generative AI in Marketing, a training session at Unichrone gives immense importance to mock questions at the end of every module and problem-solving exercises within the session. Prepared by certified faculty, the practice tests are a true simulation of the Generative AI in Marketing exam.

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Contact Us

support@unichrone.com

https://unichrone.com/