

SKILLS BOOTCAMP CURRICULUM

Digital Marketing With AI

Length
13 weeks

Commitment
1 day per week

Level
4

Real Tech. Real Careers.

Tech education that opens doors.

In 13 weeks, you'll go from where you are now to confidently building and presenting a full digital marketing strategy — with AI in your toolkit.

Don't just keep up with the digital world. Get ahead of it.

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Digital Marketing with AI

The Digital Marketing with AI Skills Bootcamp gives you a structured, practical foundation in digital marketing — with AI woven into every part of it. You'll cover the full range of digital marketing disciplines and learn how to use AI tools to work more effectively. Not as a shortcut, but as a genuine skill.

Who is this course for?

The Career Changer

You want to move into digital marketing but aren't sure where to start — or whether the skills you build now will actually be relevant.

The Multi-hat Professional

Marketing is one part of your role — and you're doing it without a clear framework or the right tools behind you.

The In-house Marketer

You're already doing marketing, but AI is moving faster than you can keep up with and you're not confident you're using it properly.

Course Overview

This 13-week bootcamp covers:

- **Digital Marketing Fundamentals** – SEO, email, content, paid media & analytics
- **AI Tools for Marketers** – Prompt engineering, content ethics & professional-grade AI output
- **Real-World Application** – Weekly hands-on practice to embed skills as you go
- **Final Project** – A complete, implementation-ready one-month marketing plan

Digital Marketing with AI

Digital Marketing & AI Basics

WEEK 1: INTRODUCTION TO DIGITAL MARKETING

This week introduces students to the digital marketing landscape, its role in overall marketing strategy, and the core principles guiding digital efforts.

Learning Outcomes

- Understand the scope and importance of digital marketing in today's business environment.
- Learn about the marketing mix and the mission, vision, and values of a business and their importance in creating a comprehensive marketing strategy.
- Recognise the challenges and opportunities within digital marketing.

Assignment

The CEO has requested an audit of all marketing activities. On a two-page document, outline what marketing activities your organisation undertakes and whether they are digital or not.

WEEK 2: INTRODUCTION TO LLM'S AND AI TOOLS

An introduction to Large Language Models and AI tools, and their impact on content creation, customer engagement, and data-driven marketing.

Learning Outcomes

- Comprehend the fundamentals of AI and its application in marketing.
- Learn to utilise AI tools for content creation and data analysis.
- Explore the capabilities and limitations of AI in digital marketing.

WEEK 3: EFFECTIVE PROMPTS, CREATING CONTENT & ETHICS

Explore creating effective content using AI, how to craft prompts, ethical considerations, and best practices for content verification.

Learning Outcomes

- Develop skills for crafting effective AI prompts to generate desired content outcomes.
- Understand the ethical implications of using AI in content creation.
- Learn techniques for ensuring the accuracy and integrity of AI-generated content.

WEEK 4: DIGITAL MARKETING STRATEGY

A review of digital marketing strategy fundamentals, covering organisational objectives, content strategy, channel strategy, media strategy, and tactics.

Learning Outcomes

- Build a digital marketing strategy that aligns with business goals.
- Understand how to select channels and align media to each strategy.
- Calculate ROI for marketing campaigns and create budgeting plans and resource maps.

Assignment

The CEO has asked for a deep dive into the company's digital marketing activities. Include examples, outline alignment to business goals, determine strategies per channel, and review media use for each.

WEEK 5: BRAND, PERSONA & SEGMENTATION

Covers brand management, the creation of customer personas, and segmentation techniques to tailor marketing efforts to specific audiences.

Learning Outcomes

- Articulate a brand's persona and position it within the market.
- Create detailed customer personas for targeted marketing.
- Implement segmentation strategies within selected digital marketing channels.

Assignment

Create the critical brand personas for your organisation. Define who they are, their tone of voice, and align them to the most effective channel for each customer segment.

WEEK 6: EMAIL MARKETING

Covers strategies and tools for effective email marketing, including segmentation, message crafting, automation, analytics, and personalisation.

Learning Outcomes

- Understand email data sources and potential use cases for each variable.
- Design and execute email marketing campaigns based on segmentation.
- Utilise segmentation and personalisation to enhance email effectiveness.
- Analyse email campaign performance to inform future strategies.

Assignment

Using the personas created in week 5, develop an email marketing campaign using AI, choosing between a three-stage sales funnel or a targeted "Show Me You Know Me" (SMYKM) email.

WEEK 7: CONTENT MARKETING

Examines the creation and distribution of valuable, consistent content to attract, engage, and retain a defined audience.

Learning Outcomes

- Develop a content marketing strategy aligned with personas, producing engaging content adapted to various digital platforms.
- Understand the role of content marketing in building brand awareness and customer loyalty.

Assignment

Using defined customer personas, create a content plan with a minimum of three pieces of content, covering the customer journey through each area of the marketing funnel.

WEEK 8: IMPLEMENTING SEO WITH CONTENT MARKETING

Introduces Search Engine Optimisation (SEO), its role in content marketing, and AI's growing influence on search.

Learning Outcomes

- Understand the principles of SEO and its importance in digital marketing.
- Apply SEO best practices in content creation.
- Evaluate the effectiveness of SEO strategies through analytics.
- Learn about Answer Engine Optimisation (AEO) and Generative Engine Optimisation (GEO), and how to rank highly in AI-generated search results.

WEEK 9: SOCIAL MEDIA MARKETING

Explores strategies for marketing through social media, including content creation, community management, and advertising.

Learning Outcomes

- Create a social media marketing strategy.
- Engage with audiences and manage online communities effectively.
- Implement and measure the impact of social media advertising campaigns.

Assignment

Create a series of social posts using the appropriate channels for your defined segments to promote our content marketing approach.

WEEK 10: PAID ADVERTISING PPC

Covers Pay-Per-Click (PPC) advertising, including campaign setup, management, and optimisation across paid platforms.

Learning Outcomes

- Develop and manage PPC campaigns in line with marketing objectives.
- Understand bidding strategies and keyword management for PPC.
- Analyse PPC campaign results to optimise for ROI.

WEEK 11: THE MARKETING PLAN

Brings together all previous learning to create a comprehensive marketing plan.

Learning Outcomes

- Construct a detailed one-month marketing plan covering all aspects of digital marketing.
- Align marketing strategies with overarching business goals.
- Prepare for implementation, monitoring, and adjustment of the marketing plan.

Assignment

Begin working on your marketing plan, applying concepts from the last 10 weeks to create a 10-15 minute presentation to be delivered to the class on week 13.

WEEK 12: MEASURING AND OUTCOMES

Focuses on measuring marketing activities, understanding analytics, KPIs, and assessing campaign outcomes.

Learning Outcomes

- Identify and set appropriate KPIs for digital marketing activities.
- Use analytics tools to measure campaign performance.
- Interpret data to make informed marketing decisions.

Assignment

Continue working on your marketing plan, applying concepts from the last 11 weeks to create a 10-15 minute presentation to be delivered to the class on week 13.

WEEK 13: PRESENTATIONS, FEEDBACK AND COURSE COMPLETION

The final week encapsulates the course learnings with students presenting their marketing plans in 10-15 minute presentations.

Learning Outcomes

- Demonstrate proficiency in digital marketing through a final project presentation.

Note

In order to successfully complete this course, you must:

- Attend at least 90% of sessions.
- Complete at least four of six assignments, including the final presentation.