

Invite Your Colleague and Save £240 INVITE NOW



Mastering Digital Marketing in an AI World

Unlock the potential of SEO, social media, machine learning, generative AI and beyond

Get Your Brochure

Country/Region
Mexico



Phone
+52

Inquiring For ☒ Myself ☐ Team/Group

Total Work Experience



By clicking the button below, you agree to receive communications via Email/Call/WhatsApp/SMS from London Business School & Emeritus about this programme and other relevant programmes. [Privacy Policy](#)

DOWNLOAD BROCHURE

DOWNLOAD BROCHURE

LAST DAY TO
ENROL

**19
December
2024 05:59
PM**

DURATION

**10 weeks,
online**

6–8
hours/week

PROGRAMME
FEE

£2,400

[View](#)
[Financial](#)
[Options](#)

FOR YOUR
TEAM

**Enrol your
team and
learn with
your peers**

[Learn more](#)

Supercharge your digital marketing in an AI-driven world

As technology reshapes the dynamics of consumer–business interactions, organisations seek more effective ways to connect and communicate with their audiences. With the majority of businesses embracing digital platforms, nearly 50% lack a well-defined strategy. As a marketing professional, navigating this landscape requires not only an understanding of strategising but also leveraging the transformative power of new technology.

The **Mastering Digital Marketing in an AI World** course incorporates cutting-edge elements, including insights and activities that elevate practical understanding of generative AI (genAI) and other technologies to vastly improve customer-centric marketing. The comprehensive curriculum addresses the latest trends in digital marketing while taking you through case studies of best practices from renowned brands. The world-class faculty provides a unique learning experience by seamlessly blending the fundamentals of digital marketing with emergent technologies. The course will equip you with the skills to harness the potential of innovation in marketing, ensuring that your strategies align seamlessly with your organisation's goals.

67%

of marketers believe
increasing the
adoption of

80%

of marketers
worldwide integrate
some form of AI into

87%

of senior executives
say that brands
should prioritise

for acquiring and
retaining customers.

SOURCE: MAILCHIMP

SOURCE: ADOBE DIGITAL
TRENDS

What you will learn

The Mastering Digital Marketing in an AI World course will equip you to:

- ✓ Identify effective strategies related to paid search marketing, investigate organic search marketing strategies, understand B2B marketing and explore mobile app marketing strategies
- ✓ Understand and apply the latest tools and techniques used in digital marketing
- ✓ Analyse the consumer journey and create impactful digital marketing strategies
- ✓ Learn and apply a comprehensive framework for connecting, converting and continuously engaging with consumers
- ✓ Create a social media marketing plan to grow brand awareness and increase engagement and sales
- ✓ Learn about strategies for content marketing, digital loyalty and personalisation marketing
- ✓ Examine techniques used for social listening and acquire insights on methods for creating shareable content and motivating brand advocacy
- ✓ Develop effective strategies for combining digital and physical marketing seamlessly into a single, cohesive omnichannel marketing strategy

Right for you?

Whether you are looking to enhance your skills in digital marketing or seeking a career transition from a non-marketing background, this course will provide you with the latest digital strategies and tools, including SEO, social media and genAI, to help you gain a big-picture perspective. This course is suitable for you if you are:

- ✓ **An experienced traditional marketer** looking to adapt to the digital era and work with evolving technologies such as genAI
- ✓ **An early-career marketer** keen to enhance your knowledge and practical application of digital marketing to stand out in a competitive market with AI-driven strategies
- ✓ **Any functional leader** seeking a holistic view of the latest marketing trends, AI tools and strategies for building customer loyalty as a pathway to growth
- ✓ **A professional from a non-marketing field** making a horizontal move to a focused marketing role or seeking deeper insights to diversify your career options with marketing automation



This course equips you with the skills to incorporate the latest digital strategies and tools – including AI techniques and insights into your marketing campaigns. At the end of the course, you will emerge ready to lead digital initiatives confidently.



Lil Mohan

Adjunct Professor of Marketing

Proven results

See how our learners grew

79%

applied new learning
to their jobs.

96%

felt more effective at
their work.

81%

course impacted
them positively.

*Emeritus impact survey, 2023

Course content

1 **Module 1: Introduction to digital marketing and the 3C Framework**

Interpret digital marketing trends and see examples of the 3C Framework in action.

Activity: Hear from industry experts about the latest trends, including genAI, engage in try-it activities around digital marketing budget allocation and attend a live session covering the 3C framework in action, leveraging tools such as Google Analytics (GA4) for customer insight.

Understand how to harness the power of content marketing, how to build a strategy and what metrics define its success.

Activity: Explore new tools and techniques to develop compelling, targeted content. Learn about the power of genAI to support the creative process. Understand new skills such as prompt engineering and join a live session to share ideas and discuss the current hot topics in content marketing.

3 **Module 3: Organic search marketing and search engine optimisation (SEO)** ^

Explore how search engines work and what elements make for a good SEO strategy.

Activity: Identify where keywords are placed on a web page. Do keyword research for a live case study and then benchmark your favourite brand in terms of its keyword strategy. Explore the key threats to traditional search: social search and genAI.

4 **Module 4: Paid search marketing and selling on marketplaces** ^

Deconstruct paid search, how it works and which strategies convert best on AdWords and Amazon Marketplace.

Activity: Play with a live simulation that mimics PPC and display ads. Attend live sessions with interactive demos of Google Ads and tips on how you can create, measure and optimise campaigns using genAI tools such as ChatGPT, Gemini and GA4.

5 **Module 5: Mobile apps and freemium marketing** ^

Revise your mindset to think about apps and discover the metrics that help you measure results

valuable apps that customers want to keep and use constantly. Join a live session for demonstrations of how genAI can be used to enhance value and creativity and explore the tools needed to build your own winning app.

6 **Module 6: Social media marketing: advertising, sharing and tracking** ^

Tune into the social media listening-response loop to gather insights, identify trends and build a social listening strategy.

Activity: Join a demonstration of social media listening tools and gain hands-on tips for executing campaigns through social media channels (e.g. LinkedIn, Instagram, Facebook, TikTok and X). Explore the emerging trend of social search. Apply learnings from the live sessions into a simulation, where you will have the opportunity to create, manage and optimise social media campaigns and understand how AI tools can help with social media planning and listening.

7 **Module 7: Social engagement: listening, influencers and advocacy** ^

Understand the power of social sharing, creating influencers and fostering social media advocacy – even in B2B environments

Activity: Explore the latest digital and AI trends in China with an industry guest speaker. Learn how China has been setting the trend for digital, social media and AI worldwide over the last few years.

8 **Module 8: Digital marketing in B2B environments** ^

Analyse how digital marketing is affecting client relationships, and explore different marketing strategies in the B2B environment.

strategies that laser-target key accounts and AI-powered insights that predict customer demands using the latest genAI tools.

9 **Module 9: Personalisation marketing and digital loyalty programmes**



Appreciate the payoff for personalising digital content and learn how to integrate wallets, apps and payments into one cohesive loyalty strategy.

Activity: Explore the idea of customer centricity and how metrics like CLV can identify your best customers and grow your business organically.

Live session: Learn from faculty about the predicted evolution of search marketing and the AI competition to Google search.

10 **Module 10: Omnichannel marketing**



Understand the power of developing a seamless and effortless omnichannel customer experience – one that connects all contact channels to be mutually supportive and delivers a consistent brand message.

Activity: Explore the strategies, tools and tactics that will enable you to create a customer-centric, omnichannel experience one that leverages data and technology to reflect the constantly shifting customer shopping behaviours.

Download Brochure



Gain hands-on experience with a simulation project

Throughout the course, participants will work on a simulation project and gain hands-on experience by applying their learnings to an organisation in need of digital marketing assistance. Participants will use Stukent's Mimic Pro, a digital marketing and social media simulation tool that provides the opportunity to manage ad budgets across search, display and shopping ad campaigns. It also provides insights on landing page optimisation, audience targeting and KPI analysis. Additionally, you will learn how to write targeted ads for multiple social media platforms, perform demographic targeting and implement social media strategies.

Your learning experience



Flexible learning
Access to course



Simulation exercises



Real-world case studies

manage schedules
and learn remotely –
anytime, anywhere.

you practice
managing your
overall marketing
mix and individual
campaigns.

brands, including
Starbucks, Coca-Cola,
Lego, Cisco, TRSB
and L'Oréal.



Peer interactions

Peer learning – in the
form of discussion
forums and surveys –
allows you to track
your progress.



Live sessions

Video lectures and
live teaching
sessions with
Q&As create an
immersive and
engaging learning
environment,
which can be
accessed from
outside the
classroom.



Interactive platform

Our unique platform
allows users to create
a profile, connect
and collaborate with
peers and interact
live with subject-
matter experts who
will facilitate your
learning.

Experts in the field



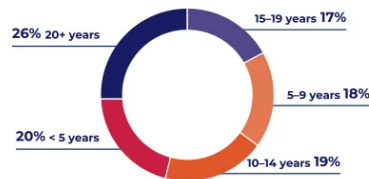
Anja Lambrecht
Professor of Marketing

Professor Anja Lambrecht's research
focuses on digital marketing, with a
particular emphasis on online targeting

[More info](#)



Who attends



Diverse industries

**A wide range of
work experience**

Global cohort

Testimonials

”

I had an absolutely amazing experience with London Business School. The course is incredibly enriching and insightful. Stukent (the simulation) allows for putting the hands on the matter and learn



Certificate

Upon successful completion of the course, you'll earn a digital certificate of completion from London Business School.

All certificate images are for illustrative purposes only and may be subject to change at the discretion of London Business School.

This online certificate course does not grant academic credit or a degree from London Business School.

[Download Brochure](#)

Financing options

Payment plans

Pay in 2 instalments

FIRST PAYMENT OF

£1,304



1

2

3

[View Details](#)

Invite a colleague

Amplify your impact

Receive £240

For each referral when you invite colleagues to the course.

[Refer Now](#)

For organisation

Team-based learning

Upskill with a courses from a top university

Leverage cohort-based learning, for high completion rates



Will your employer sponsor your learning?

Show
Less



Many organisations have historically sponsored their employees for our executive education courses. Please check with your employer if they can cover your fee. We can assist you with the necessary documentation and support.



Preparing your pitch

If you require company approval, we offer a [customisable email template](#) that you can use to show how the course will contribute to your growth.



Invoice requirements

An invoice will be issued to you after payment. If you require any customisation, our advisory team can assist you.



Part/Full sponsorship

Our advisers are here to support you throughout the reimbursement process, whether your company covers the fee fully or partially.



Additional questions

Should your employer require specific information to approve your reimbursement, our advisory team is well-equipped to help you.

[Connect with an Adviser](#)

Your path to alumni benefits

Curate your one-of-a-kind learning experience with LBS's **Certificate in Management** and build the skills that you need in order to enhance your leadership journey. Mastering Digital Marketing in an AI

Access to a global network

- ✓ Join LBS's elite international network of over 17,000 Executive Education alumni from over 30 countries, and learn from extraordinary thought leaders from diverse industries in business.

Personalised mentorship

- ✓ Benefit from four one-to-one coaching sessions at your convenience throughout your learning journey to assess where you are in your career – and where you want to go.

Tailored learning journey

- ✓ Choose from over 35 online and in-person courses to customise your learning journey with an executive coach for an experience that is truly yours.

Note: All benefits are subject to change.

FAQs

1 The Course



How do I know if this course is right for me?

After reviewing the information on the course landing page, we recommend you submit the short form above to gain access to the course brochure, which includes more in-depth information. If you still have questions about whether this course is a good fit for you, please email learner.success@emeritus.org, and a dedicated course advisor will follow up with you very shortly.

Are there any prerequisites for this course?

Some courses do have prerequisites, particularly the more technical ones. This information will be noted on the course landing page, as

web page, all courses are taught in English, and proficiency in English is required.

What is the typical class profile?

More than 50 per cent of our participants are from outside the United States. Class profiles vary from one cohort to the next, but generally, our online certificates draw a highly diverse audience in terms of professional experience, industry and geography—leading to a very rich peer learning and networking experience.

What other dates will this course be offered in the future?

Check back at this course web page or email us to inquire if future course dates or the timeline for future offerings have been confirmed yet.

2 The Learning Experience



How much time is required each week?

Each course includes an estimated learner effort per week. This is referenced at the top of the course landing page under the *Duration* section, as well as in the course brochure, which you can obtain by submitting the short form at the top of this web page.

How will my time be spent?

We have designed this course to fit into your current working life as efficiently as possible. Time will be spent among a variety of activities, including:

- ✓ Engaging with recorded video lectures from faculty
- ✓ Attending webinars and office hours, as per the specific course schedule
- ✓ Reading or engaging with examples of core topics
- ✓ Completing knowledge checks/quizzes and required activities
- ✓ Engaging in moderated discussion groups with your peers

The course is designed to be highly interactive while also allowing time for self-reflection and to demonstrate an understanding of the core topics through various active learning exercises. Please email us if you need further clarification on course activities.

What is it like to learn online with the learning collaborator, Emeritus?

More than 300,000 learners across 200 countries have chosen to advance their skills with Emeritus and its educational learning partners. In fact, 90 per cent of the respondents of a recent survey across all our courses said that their learning outcomes were met or exceeded.

All the contents of the course would be made available to students at the commencement of the course. However, to ensure the course delivers the desired learning outcomes the students may appoint Emeritus to manage the delivery of the course in a cohort-based manner the cost of which is already included in the overall course fee of the course.

A dedicated course support team is available 24/5 (Monday to Friday) to answer questions about the learning platform, technical issues or anything else that may affect your learning experience.

How do I interact with other course participants?

Peer learning adds substantially to the overall learning experience and is an important part of the course. You can connect and communicate with other participants through our learning platform.

3 Certification



What are the requirements to earn the certificate?

Each course includes an estimated learner effort per week, so you can gauge what will be required before you enrol. This is referenced at the top of the course landing page under the *Duration* section, as well as in the course brochure, which you can obtain by submitting the short form at the top of this web page. All courses are designed to fit into your working life.

This course is scored as a pass or no-pass. Participants must

noted in the course brochure. Please email us if you need further clarification on any specific course requirements.

What type of certificate will I receive?

Upon successful completion of the course, you will receive a smart digital certificate. The smart digital certificate can be shared with friends, family, schools or potential employers. You can use it on your cover letter or resume and/or display it on your LinkedIn profile.

The digital certificate will be sent approximately two weeks after the course, once grading is complete.

Can I get the hard copy of the certificate?

No, only verified digital certificates will be issued upon successful completion. This allows you to share your credentials on social networking platforms, such as LinkedIn, Facebook and Twitter.

Do I receive alumni status after completing this course?

No, there is no alumni status granted for this course. In some cases, there are credits that count towards a higher level of certification. This information will be clearly noted in the course brochure.

How long will I have access to the learning materials?

You will have access to the online learning platform and all the videos and course materials for 12 months following the course start date. Access to the learning platform is restricted to registered participants per the terms of agreement.

4 Technical Requirements



What equipment or technical requirements are there for this course?

Participants will need the latest version of their preferred browser to access the learning platform. In addition, Microsoft Office and a PDF viewer are required to access documents, spreadsheets, presentations, PDF files and transcripts.

Do I need to be online to access the course content?

Yes, the learning platform is accessed via the internet, and video

maximum flexibility, you can access course content from a desktop, laptop, tablet or mobile device.

Video lectures must be streamed via the internet, and any livestream webinars and office hours will require an internet connection. However, these sessions are always recorded, so you can view them later.



5 Payment Process

Can I still register if the registration deadline has passed?

Yes, you can register up until seven days past the published start date of the course without missing any of the core course material or learnings.

What is the course fee and what forms of payment do you accept?

The course fee is noted at the top of this course web page and usually referenced in the course brochure as well.

-  Flexible payment options are available (see details below as well as at the top of this course web page next to FEE).
-  Tuition assistance is available for participants who qualify. Please email learner.success@emeritus.org.

What if I don't have a credit card? Is there another method of payment accepted?

Yes, you can do the bank remittance in the course currency via wire transfer or debit card. Please contact your course advisor or email us for details.

I was not able to use the discount code provided. Can you help?

Yes! Please email us with the details of the course you are interested in, and we will assist you.

How can I obtain an invoice for payment?

Please email us your invoicing requirements and the specific course you're interested in enrolling in.

Yes, the flexible payment option allows a participant to pay the course fee in instalments. This option is made available on the payment page and should be selected before submitting the payment.

How can I obtain a W9 form?

Please connect with us via email for assistance.

Who will be collecting the payment for the course?

Emeritus collects all course payments, provides learner enrollment and course support, and manages learning platform services.

Are there any restrictions on the types of funding that can be used to pay for the course?

course fees for Emeritus courses with London Business School may not be paid for with (a) funds from the GI Bill, the Post-9/11 Educational Assistance Act of 2008 or similar types of military education funding benefits or (b) Title IV financial aid funds.

6 Refund Policy



What is the program refund and deferral policy?

For the program refund and deferral policy, please click the link [here](#).

Didn't find what you were looking for? Write to us at learner.success@emeritus.org or [Schedule a call](#) with one of our Course Advisers or call us at [+44 203 828 7359](#) (UK) / [+65 3135 1096](#) (SG) / [+1 315 517 3638](#) (US)

Early registrations are encouraged. Seats fill up quickly!

Flexible payment options available. [View payment plans](#)



Last Day To Enroll On 19 December 2024 05:59 PM

APPLY NOW



London Business School is collaborating with [Emeritus](#) (part of the Eruditus Group) to deliver this online programme. Emeritus handles the registration process and will answer any questions you have about the programme, and whether it's right for you. More than 300,000 participants from 200 countries have signed up for Emeritus' online programmes in the last year. [Accessibility](#)

