

GLOBALLY RECOGNIZED · VENDOR-NEUTRAL · ANSI-ALIGNED

Certified Agentic AI Marketing Professional

— (CAAIMP)

Become a Globally Recognized Agentic AI Marketing Professional

Earn the CAAIMP credential — gain the skills to deploy autonomous AI agents across the marketing lifecycle, from research and campaigns to content, personalization, and performance, and command a **20–60% higher salary**.



4.8/5 Reviews.io (96%) · **4.4/5** Trustpilot · **2,50,000+** certified

Enroll at gsdcouncil.org/certified-agentic-ai-marketing-professional

Why This Certification, Why Now

Marketing teams are moving agentic AI from experimentation into everyday practice — researching audiences, generating content, personalizing journeys, and optimizing spend in real time, while keeping brand voice, authenticity, and trust intact. This is the skillset that bridges both sides.



Autonomous agents are entering marketing

Teams already use AI agents to research audiences, generate multi-channel content, and optimize ad spend at machine speed.



Personalization is now the expectation

Hyper-personalized journeys, conversational marketing, and next-best-action are moving from nice-to-have to baseline.



Performance runs in real time

Autonomous bidding, attribution, and A/B experimentation now optimize campaigns continuously, not weekly.



Brand safety & trust set the bar

Data privacy, AI-content disclosure, and human oversight demand skills traditional marketing training doesn't cover.

FROM THEORY TO PRACTICE

What You'll Be Able to Do



Understand the fundamentals of agentic AI and its applications in modern marketing



Explain agentic AI architectures, reasoning, memory, and autonomous marketing workflows



Apply agentic AI to audience research, segmentation, persona development, and campaign planning



Automate multi-channel content creation, publishing, and brand-consistent marketing campaigns



Leverage agentic AI for personalized engagement, CRM automation, lead scoring, and conversion optimization



Optimize performance with AI-driven analytics, attribution, A/B testing — with privacy, brand safety, and responsible AI throughout

Why GSDC

**4.4 / 5**

Trustpilot · Excellent

**4.8 / 5**

Reviews.io · 96% recommend

2,50,000+

professionals certified

500+

Fortune clients

190+

countries served

Since 2016

US · SG · Switzerland



Independent, vendor-neutral certification body established in 2016 — offices in the US, Singapore, and Switzerland.



Accredited by ABICB (Accreditation Board for International Certification Bodies) and a proud member of ANSI.



Alumni work at 500+ Fortune companies across 190+ countries; 100+ Authorized Training Partners worldwide.



Certification built and reviewed with AI practitioners, marketing technologists, and growth leaders shaping intelligent marketing systems.

RECOMMENDED BY

Forbes · Indeed · TechTarget · CareerSidekick · LeanIX · People Managing People · Authentic



ABICB Accredited



ANSI Member



Vendor-Neutral

Read verified reviews: trustpilot.com/review/gsdccouncil.org · reviews.io

Our Global Clients

Professionals across technology, cloud, finance, and enterprise marketing hold GSDC certifications.

Oracle

Amazon

Microsoft

Cisco

Veritas

HP

Bank of America

Deloitte

Volkswagen

IS THIS FOR YOU?

Who Is This Certification For?

- Marketing managers, strategists, and campaign leads
- Content, social, and performance-marketing specialists
- CRM, growth, and marketing-operations professionals
- Agency and brand teams adopting AI-driven marketing
- B2B marketers exploring agentic AI for B2B marketing use cases
- Anyone pursuing AI certifications for marketing professionals to advance their career

PRE-REQUISITES

There are no mandatory prerequisites. Familiarity with marketing fundamentals and a basic understanding of AI will be beneficial, but no formal AI background is required — the program builds from the foundations of Agentic AI and applies them directly to real marketing and sales workflows.

Learn from Experts

Learn from experienced practitioners and industry leaders who design, update, and teach the program — bringing real-world agentic AI and marketing technology expertise to every module.



Maxim Salnikov

MICROSOFT

Digital and App Innovation Business Lead,
Western Europe



Trevor Wiseman

THE CIRCUIT

VP of Technology & AI Governance



Swathi Adimulam

ORACLE

OCI Cloud & AI Architect



Hayk Hakobyan

INSIGHTGENIE

Co-Founder



Baris Dirim

CULTUREASY

Human Systems Architect

What You'll Learn

16+ hours across the full agentic marketing lifecycle, with hands-on demos and real frameworks built into every module. Each module pairs videos and e-books with templates and Learn-By-Doing activities.

1

Foundations of AI, Generative AI, and Agentic AI

Autonomy, goal-orientation, and the shift from content generation to autonomous action

5

Personalization, CRM, and Customer Engagement

Hyper-personalization, agentic email/social, lead scoring, and chatbots

2

Architecture of AI Agents and Multi-Agent Systems

LLM core, memory, planning, tool use, and orchestration frameworks

6

Performance Marketing and Analytics Automation

Ad optimization, attribution, A/B testing, and reporting agents

3

Agentic AI in Campaign Strategy and Planning

Market research, segmentation, campaign planning, and forecasting

7

Governance, Ethics, and Responsible AI in Marketing

Privacy/consent, brand safety, AI-content disclosure, and oversight

4

Agentic Content Creation and Management

Multi-channel content, brand voice, publishing agents, and SEO

8

Capstone Project — Applied Agentic Marketing Workflow

Design an end-to-end product-launch workflow: research to performance

Module-by-Module

Module 1 — Foundations of AI, Generative AI, and Agentic AI

- Evolution from Traditional AI to Generative AI to Agentic AI
- What makes AI “agentic”: autonomy, goal-orientation, and decision-making
- Generative vs agentic AI: content creation vs autonomous action
- Core concepts: agents, environments, goals, actions, and feedback loops
- Overview of the agentic AI landscape and enterprise use cases

Module 2 — Architecture of AI Agents and Multi-Agent Systems

- Anatomy of an AI agent: LLM core, memory, planning, and tool use
- Reasoning and planning techniques (ReAct, Chain-of-Thought, Reflection)
- Memory systems: short-term, long-term, and Retrieval-Augmented Generation (RAG)
- Tool calling, function calling, and API/data integration
- Multi-agent orchestration, collaboration, and workflow design
- Popular agentic frameworks (LangChain, LangGraph, AutoGen, CrewAI)

Module 3 — Agentic AI in Campaign Strategy and Planning

- Autonomous market research and competitor analysis
- Audience segmentation and persona generation
- AI-driven campaign planning and budget allocation
- Predictive analytics for demand and trend forecasting

Module 4 — Agentic Content Creation and Management

- Autonomous multi-channel content generation
- Brand-voice-consistent copy, image, and video workflows
- Content calendars, scheduling, and publishing agents
- SEO optimization and performance-driven content iteration

Module-by-Module

Module 5 — Personalization, CRM, and Customer Engagement

- Hyper-personalization and dynamic customer journeys
- Agentic email, social, and conversational marketing
- Lead scoring, nurturing, and next-best-action
- Chatbots and AI agents for customer engagement

Module 6 — Performance Marketing and Analytics Automation

- Autonomous ad-campaign optimization and bidding
- Marketing attribution and ROI analysis agents
- A/B testing, experimentation, and auto-optimization
- Dashboards, reporting, and insight generation

Module 7 — Governance, Ethics, and Responsible AI in Marketing

- Data privacy, consent, and regulatory compliance (GDPR/CCPA)
- Brand safety, authenticity, and disclosure of AI content
- Bias, fairness, and responsible personalization
- Maintaining trust and human oversight

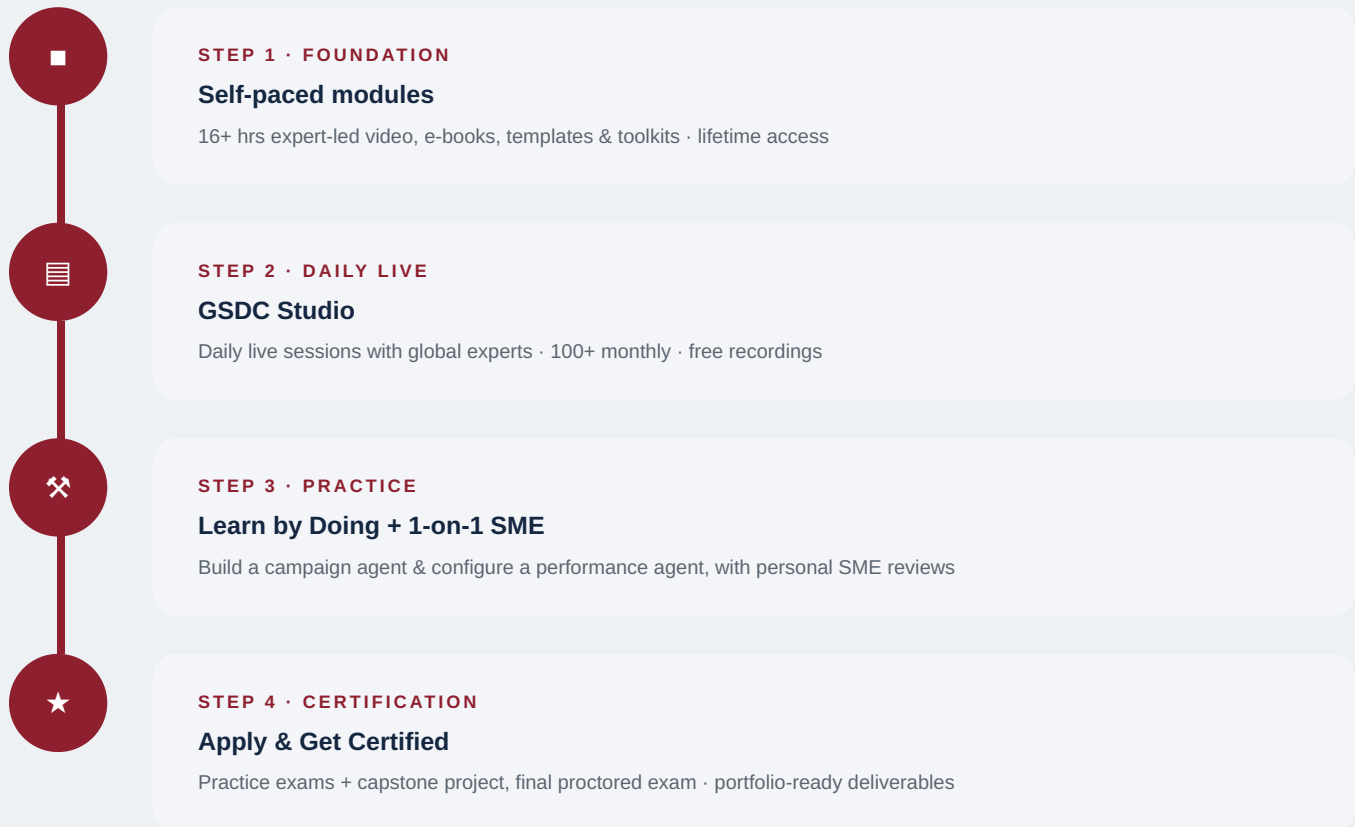


Capstone Project · Applied Agentic Marketing Workflow

— Design a real end-to-end agentic AI marketing workflow for a product launch, from research to content to performance optimization — SME-reviewed, portfolio-ready. Plus 1-on-1 and daily expert sessions.

A Guided Path to Certification

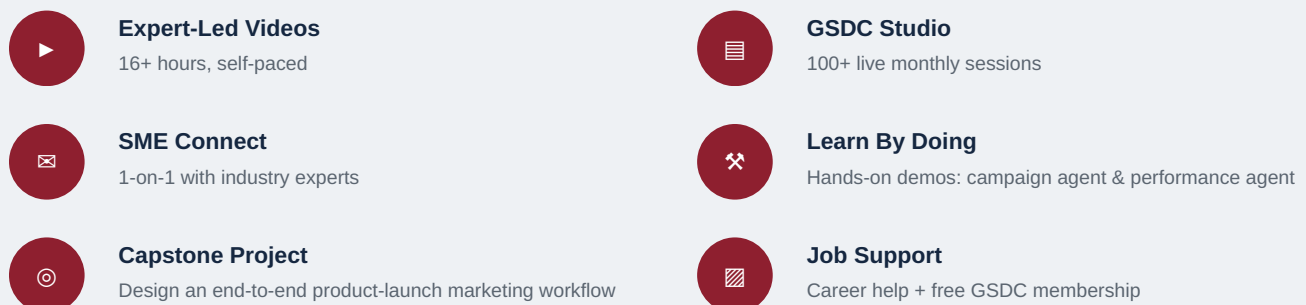
Self-paced study, daily live sessions, personal mentoring, and hands-on practice — finish at your own pace.



Move at your own pace. Study self-paced with lifetime access to all materials, live sessions, and recordings.

ALL IN ONE ENROLLMENT

Everything Included



Exam & What to Expect

This is a certification, not a course. Study self-paced with the materials provided (plus live support), then sit a proctored online exam. Lifetime access to materials, plus 2 practice exams.

IS THIS FOR YOU?

Who Is This Certification For?

YOUR ROLE	HOW CAAIMP HELPS YOU	CAREER OUTCOME
Marketing Manager / Strategist	Move from manual planning to agent-assisted research, strategy, and campaigns.	→ AI Marketing Lead
Content / Social Specialist	Automate multi-channel, brand-consistent content and publishing.	→ AI Content Lead
Performance Marketer	Run autonomous ad optimization, attribution, and experimentation.	→ Performance AI Lead
CRM / Growth Professional	Deploy hyper-personalization, lead scoring, and next-best-action.	→ Growth AI Specialist
Marketing Ops Professional	Orchestrate agentic workflows and reporting across the stack.	→ MarTech AI Lead
Agency / Brand Leader	Govern brand-safe, privacy-compliant, responsible AI marketing.	→ AI Marketing Governance Lead

No formal AI background required — built for marketing professionals at every level, from specialists to leaders, ready to apply agentic AI to real workflows.



7-Day Money-Back Guarantee

Enroll with zero risk — full 100% refund within 7 days if you feel you haven't gained the skills you're looking for. Includes a complimentary exam retake and lifetime access to your materials.

 [Chat on WhatsApp](#)

 [Book a 10-min advisor call](#)

Choose Your Plan

Single Access

1

CERTIFICATION

- ✓ Self-paced expert-led videos + GSDC Studio
- ✓ 3 SME Connect (1-on-1) sessions
- ✓ Book of Knowledge + Capstone + Job Support
- ✓ Exam + 1 free retake & practice · membership (\$109 free)

Bundle Access

MOST POPULAR

3

CERTIFICATIONS

- ✓ Everything in Single, across 3 certifications
- ✓ Unlimited SME Connect (1-on-1)
- ✓ Exam + 2 free retakes & practice
- ✓ Most-chosen by serious learners

Region-specific pricing shown at enrollment · Teams? Ask about GSDC for Business.

Enroll Now → gsdcouncil.org/certified-agentic-ai-marketing-professional

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