

Agentic AI Marketing Professional Certification

Achieve Global status as an Agentic AI Marketing Professional

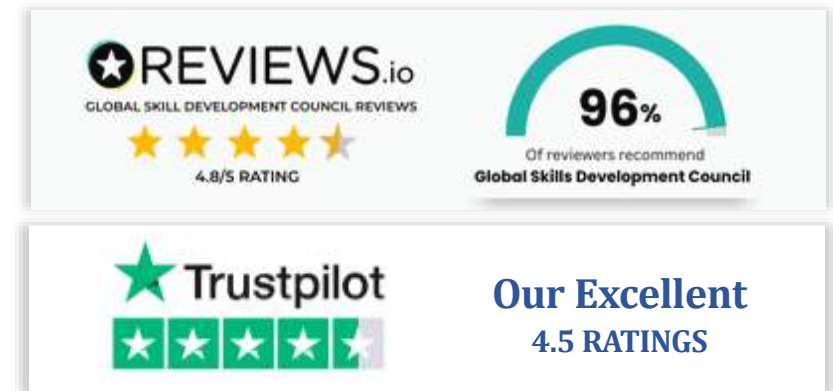
- ✓ Globally Recognized Certification
- ✓ Learn By Doing Approach
- ✓ Access to live session from global experts
- ✓ Two Exam Attempts



Global Skill Development Council (GSDC)

- ✓ GSDC is an independent, vendor-neutral organization offering certifications in emerging technologies and skill-based frameworks.
- ✓ Established in 2016 with offices in the US, Singapore, and Switzerland.
- ✓ Certified 250,000+ professionals worldwide.
- ✓ Certification exams are designed by SMEs across the Globe.
- ✓ GSDC is also associated with 500+ Fortune companies such as E.Y., Kyndryl, Deloitte, IBM & more.
- ✓ GSDC is supported by esteemed thought leaders from Yale, MIT, Stanford, Wharton, and Harvard.
- ✓ 100+ Certification portfolio includes – Generative AI, L&D, Cyber Security, ISO Auditing etc.
- ✓ Partnered with 100+ Global Training Partners.

TRUST SCORE



Accredited By: **Proud Member of:**



FEATURED IN :





Overview

- The Agentic AI Marketing Professional Certification by GSDC equips marketers with the skills to design, deploy, and govern autonomous AI agents across the marketing lifecycle.
- It blends core agentic AI concepts with real marketing workflows — campaign strategy, content creation, personalization, and performance optimization.
- Through GSDC's Learn-by-Doing approach, participants gain hands-on experience with agent architectures, multi-agent orchestration, and marketing automation.
- This globally recognized certification validates agentic AI marketing expertise and prepares professionals for future-ready roles in AI-driven growth.

GSDC AGENTIC AI MARKETING PROFESSIONAL CERTIFICATION PROGRAM FEATURES



Learn By Doing



GSDC Studio – Access to daily live session



1 on 1 connect



GSDC AI Utility



AI Powered Capstone Project



Interview Practice Platform



2 Practice Exams



GSDC Copilot

Agentic AI Marketing Professional Certification Program Curriculum



1. Foundations of AI, Generative AI & Agentic AI

- Evolution: Traditional AI — Generative AI — Agentic AI
- What makes AI “agentic”: autonomy, goals, decision-making
- Generative vs Agentic AI: content creation vs autonomous action
- Core concepts: agents, environments, goals, actions, feedback
- The Agentic AI landscape and enterprise use cases

2. Architecture of AI Agents & Multi-Agent Systems

- Anatomy of an AI agent: LLM core, memory, planning, tool use
- Reasoning & planning: ReAct, Chain-of-Thought, Reflection
- Memory systems: short-term, long-term & RAG
- Tool calling, function calling, API/data integration
- Multi-agent orchestration, collaboration & workflow design
- Frameworks: LangChain, LangGraph, AutoGen, CrewAI

3. Agentic AI in Campaign Strategy & Planning

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

4. Agentic Content Creation & Management

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

5. Personalization, CRM & Customer Engagement

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

6. Performance Marketing & Analytics Automation

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

7. Governance, Ethics & Responsible AI in Marketing

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

Hands-On Demos & Capstone Project

- Build a campaign agent from research to content
- Configure a performance-optimization agent
- End-to-end product-launch marketing workflow
- Learn-by-Doing tasks with real marketing scenarios

Who Should Enroll

- Marketing managers, strategists & campaign leads
- Content, social & performance-marketing specialists
- CRM, growth & marketing-operations professionals
- Agency & brand teams adopting AI-driven marketing
- B2B marketers exploring agentic AI use cases

Exam & Certification Details

- 40 multiple-choice questions • 90 minutes
- Passing score 65% • Language: English
- Certification validity: 5 years
- Complimentary retake included

What You'll Be Able To Do

- Design agentic AI strategy across the marketing lifecycle
- Automate content, campaigns & personalization at scale
- Optimize performance with AI-driven analytics
- Apply responsible, brand-safe AI in real workflows

What Comes with GSDC Certification

Immersive Learning Approach

Certification & Accreditation

GSDC Studio

GSDC Studio Speakers

Learn By Doing

E-Book Template / Resource

Gamified Assessments

Capstone Project

GSDC AI Utility

GSDC Copilot

Gain a Globally Recognized accepted certification that opens doors to new opportunities. Show employers you're Skilled to meet international standards.



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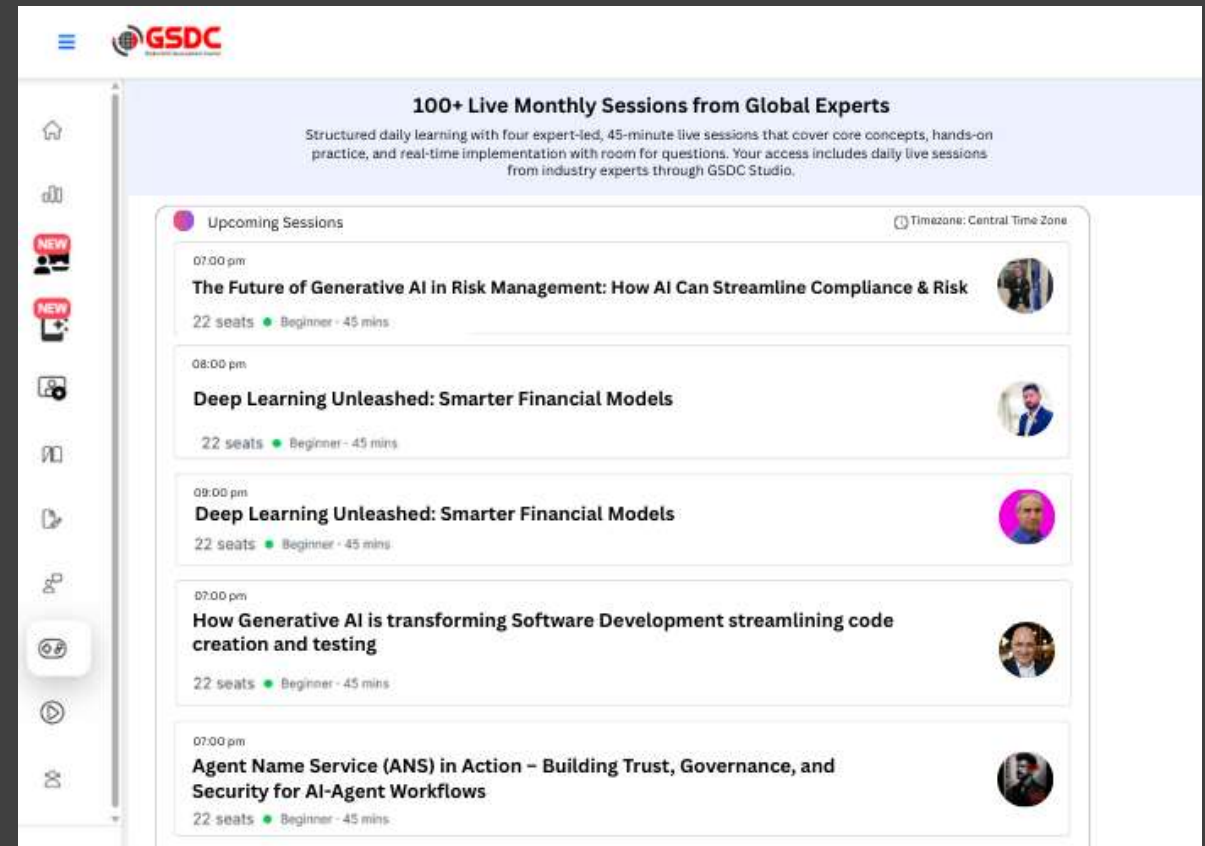
Gamified Assessments

Capstone Project

GSDC AI Utility

GSDC Copilot

GSDC Studio connects learners with Global Agentic AI experts from diverse industries who share real-world insights, implementation strategies, and emerging best practices. These live sessions offer direct exposure to how autonomous agents, multi-agent systems, and AI-driven workflows are being applied to solve complex business and technology challenges.



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 GSDC Studio

 GSDC Studio Speakers

Learn By Doing

E-Book Template / Resource

Gamified Assessments

Capstone Project

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GSDC Copilot

GSDC Studio brings in global experts who share real-world insights from across industries. Their sessions give learners direct access to the experience and perspective of leaders shaping the future of Agentic AI Marketing Professional Certification.



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Immersive Learning Approach



Certification & Accreditation



GSDC Studio



GSDC Studio Speakers



Learn By Doing

E-Book Template / Resource

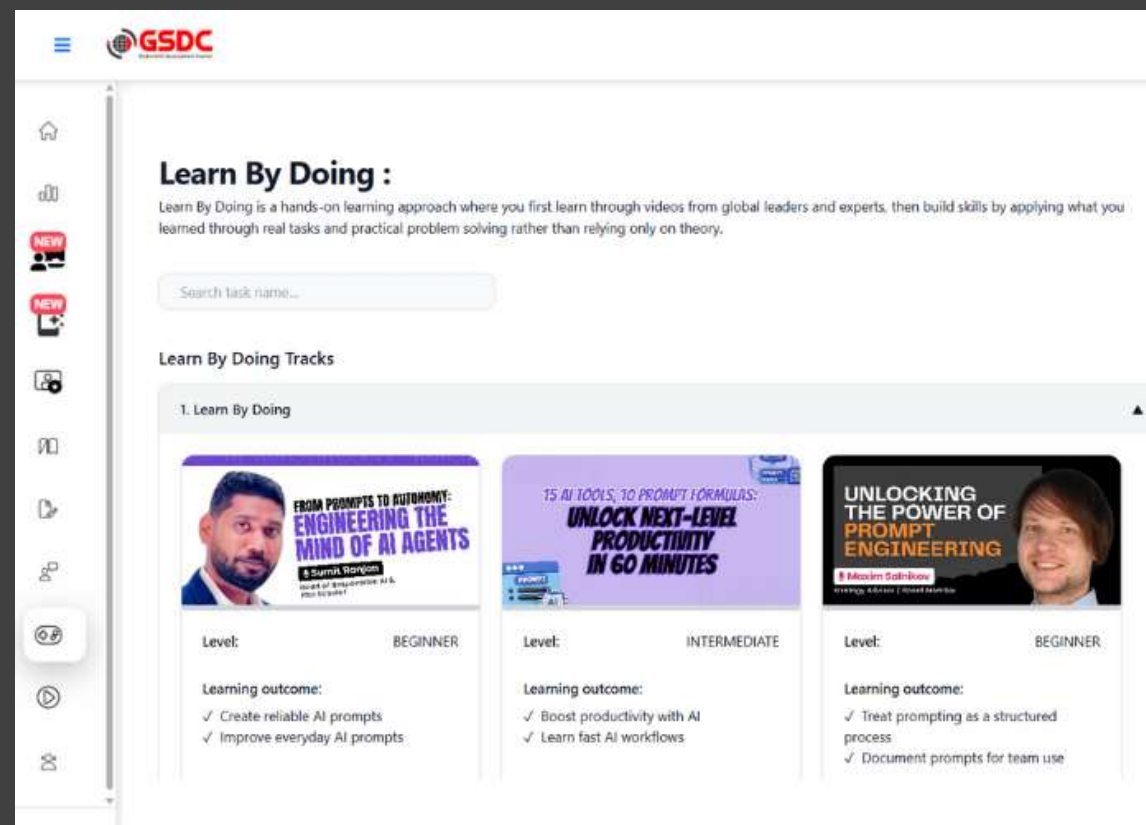
Gamified Assessments

Capstone Project

GSDC AI Utility

GSDC Copilot

The Agentic AI Marketing Professional Certification combines structured learning with guided, hands-on practice that reflects real-world applications of agentic AI. Participants design, build, and evaluate autonomous AI agents, experiment with reasoning frameworks, prompt strategies, and tool integrations, and assess agent performance directly on the platform, building practical confidence to apply Agentic AI in professional environments without requiring advanced technical infrastructure.



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 **GSDC Studio Speakers**

 **Learn By Doing**

 **E-Book Template / Resource**

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Capstone Project

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GSDC Copilot

Experts create in-depth study material supported by ready-to-use templates. It helps learners understand faster and apply concepts right away.



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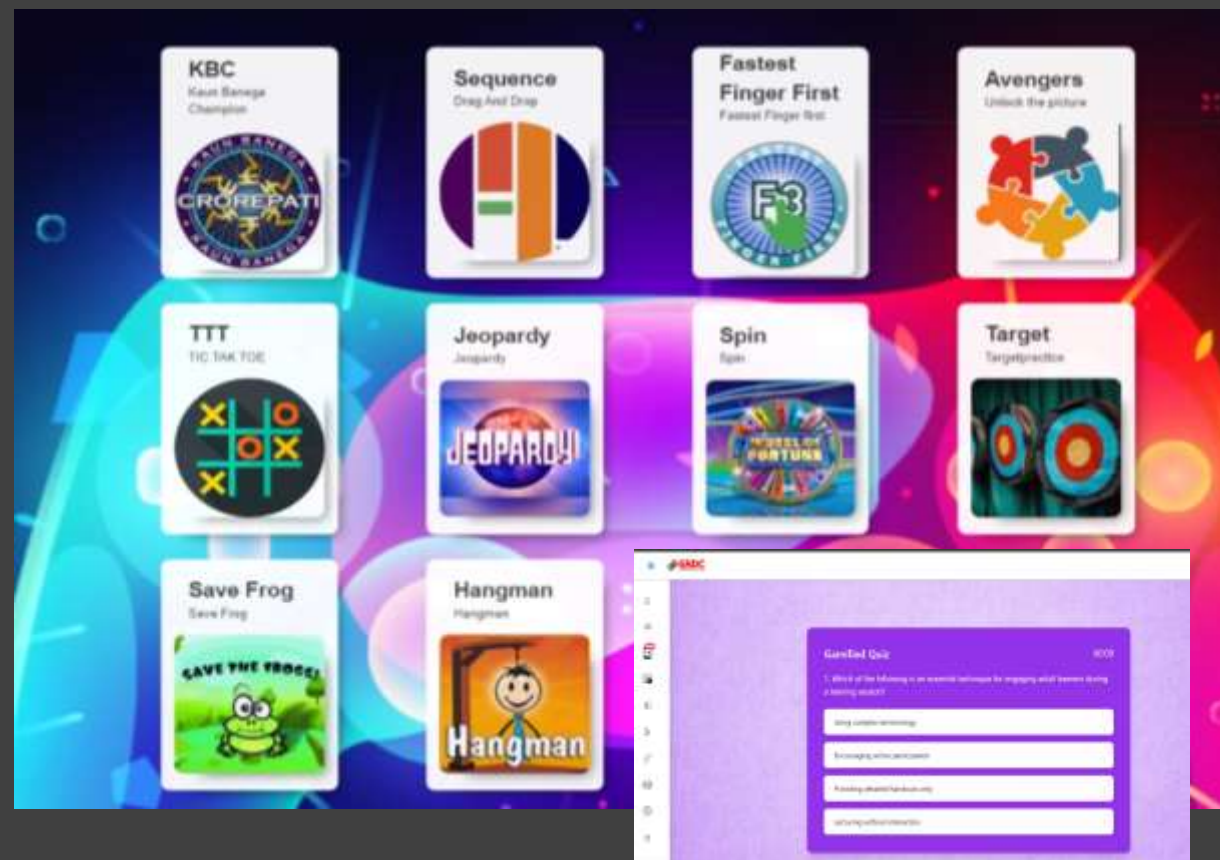
 Gamified Assessments

Capstone Project

GSDC AI Utility

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Engage learners with exciting gamified assessments that make testing feel fun. It keeps motivation high and boosts overall participation.



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 **GSDC Studio Speakers**

 **Learn By Doing**

 **E-Book Template / Resource**

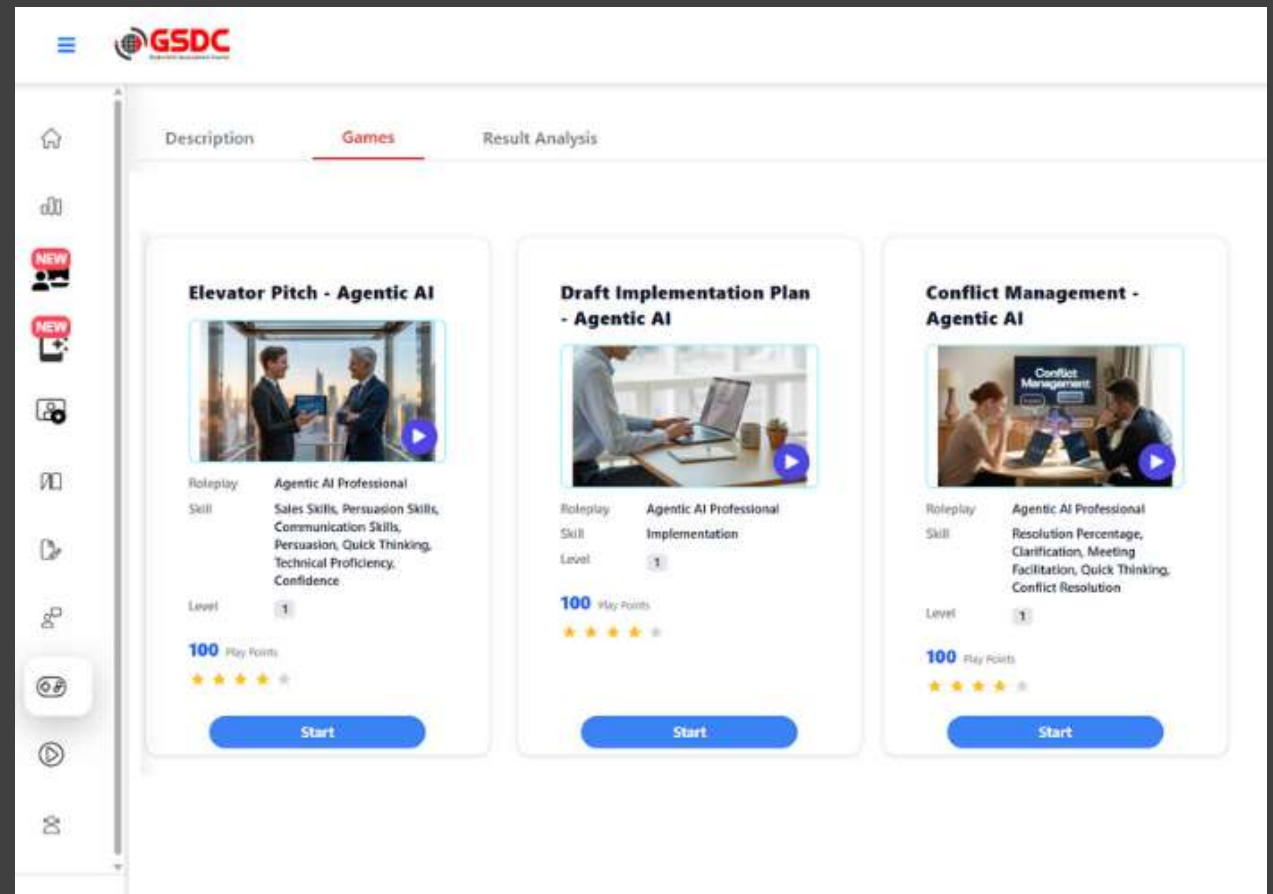
 **Gamified Assessments**

 **Capstone Project**

GSDC AI Utility

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Capstone projects powered by AI turn learning into hands-on experience. They confirm that learners can use their skills in real situations.



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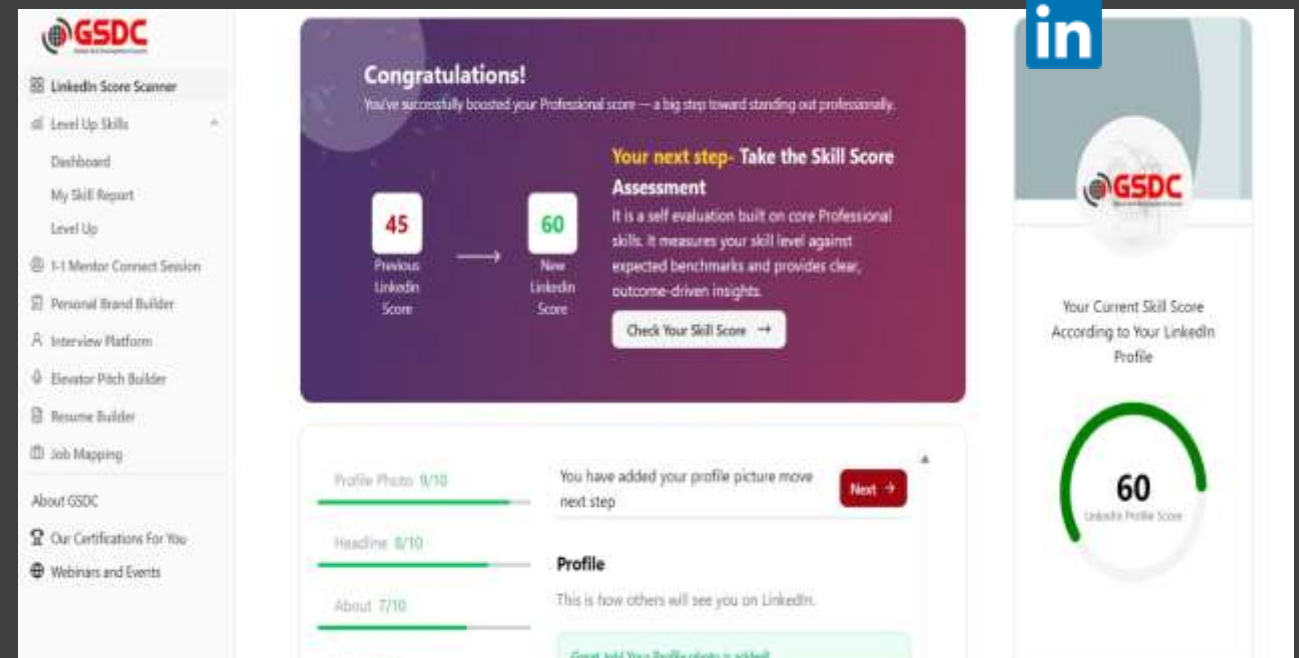
 Gamified Assessments

 Capstone Project

 GSDC AI Utility

GSDC Copilot

GSDC AI Utility helps you strengthen your LinkedIn presence with smarter content suggestions, profile insights and keyword improvements. It supports you in building a sharper personal brand that stands out to employers and peers.



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Immersive Learning Approach

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 **E-Book Template / Resource**

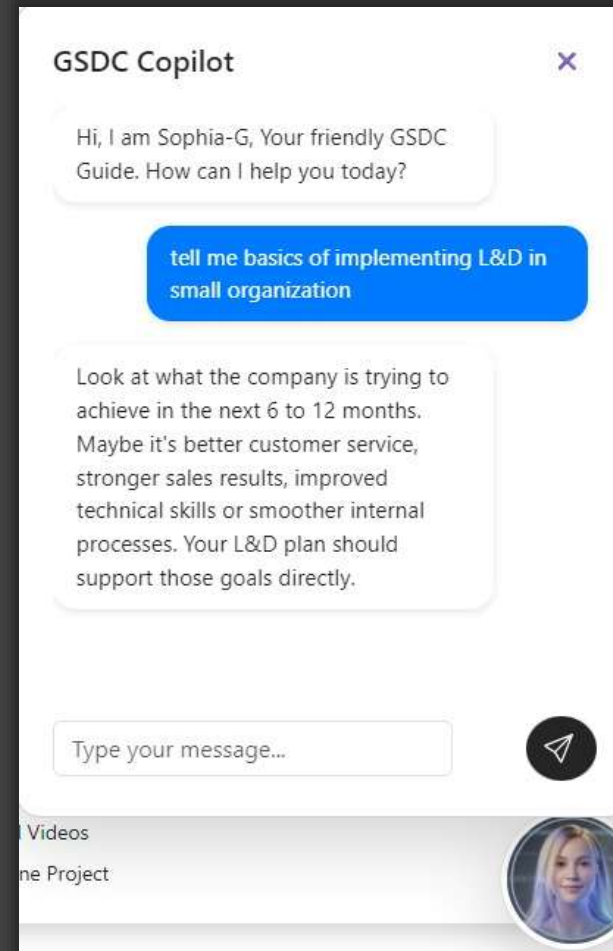
 **Gamified Assessments**

 **Capstone Project**

 **GSDC AI Utility**

 **GSDC Copilot**

GSDC Copilot is your personal AI mentor, giving you tailored guidance to build skills and grow professionally. It adapts to your goals with personalized feedback and learning paths.



SUCCESS STORIES

Agentic AI Marketing Professional Certification



Ankita Dodamani (Ankita Shikhare) • 3rd+
 Developing AI Solutions | Certified Agentic & Generative AI Profession...
 5mo • 

+ Follow ...

Just completed my Agentic AI Professional Certification from [GSDC - Global Skill Development Council](#)!

We've all seen AI that can respond to a question... but what if AI could think, plan, and act on its own to solve problems?

That's what Agentic AI is all about — building smart assistants that can:

- Make decisions
- Take multiple steps toward a goal
- Work alongside humans (and even other AIs!)

This certification opened my eyes to a whole new side of AI — one that's not just reactive, but proactive.

Super excited to explore how this can help in areas like automation, productivity tools, and intelligent agents in real projects!

[#AgenticAI](#) [#AI](#) [#TechLearning](#) [#GSDC](#) [#ArtificialIntelligence](#) [#LifelongLearning](#)



Adam Haut • 3rd+
 IT Business System Analyst II
 1mo • 

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I'm happy to share that I've obtained a new certification: Certified Agentic AI Developer from [GSDC - Global Skill Development Council](#)!

The course was especially insightful in teaching me the expertise to build autonomous agentic AI systems that can perform complex tasks independently. Likewise, I gained a comprehensive understanding of prompt engineering by tailoring prompt patterns to fit the desired action.

[#gsdccertified](#) [#DallasFed](#)



Jaipratheep Sekar  • 3rd+
 2x Google Certified | Test Manager | AI Enthusiast | To be Leader | Ex-Co...
 3mo • 

+ Follow ...

I'm happy to share that I've obtained a new certification: Certified Agentic AI Professional from [GSDC - Global Skill Development Council](#)!

[#agenticAI](#) [#ArtificialIntelligence](#)

What our Candidates Saying?

We greatly appreciate the feedback from our program participants on Trustpilot. With an impressive average rating of 4.7 out of 5, their reviews highlight the positive experiences and value they have gained from our program.

**Our Excellent**
4.5 RATINGS

**96%**
Of reviewers recommend
Global Skills Development Council

chandrakoran j
2 reviews · IN

★★★★★

I had a experience with GSDC with their...

I had a experience with GSDC with their SRE course and it was very good. The speakers were very knowledgeable and kept it very interactive. Thanks the GSDC team for this!

Date of experience: April 13, 2023

Useful · Share

Tavin Chavyl
1 review · AE

★★★★★

The learning portal was so seamless

The learning portal was so seamless, and user friendly. The course are so detailed, easy to understand, great lecturers. Safe to say the best learning platform I've used so far. I would recommend learning from GSDC to anyone. You sure will get a value for your money.

Date of experience: July 08, 2023

Useful · Share

Majid
1 review · IN

★★★★★

GSDC has been doing a great job in making learners gain knowledge!

GSDC has been doing a great job in making the learners find right opportunities to gain knowledge for business! These two days were filled with knowledge and insight!

Date of experience: September 25, 2023

Useful · Share

Amani
1 review · AE

★★★★★

Certified Learning & Development Professional CLDP

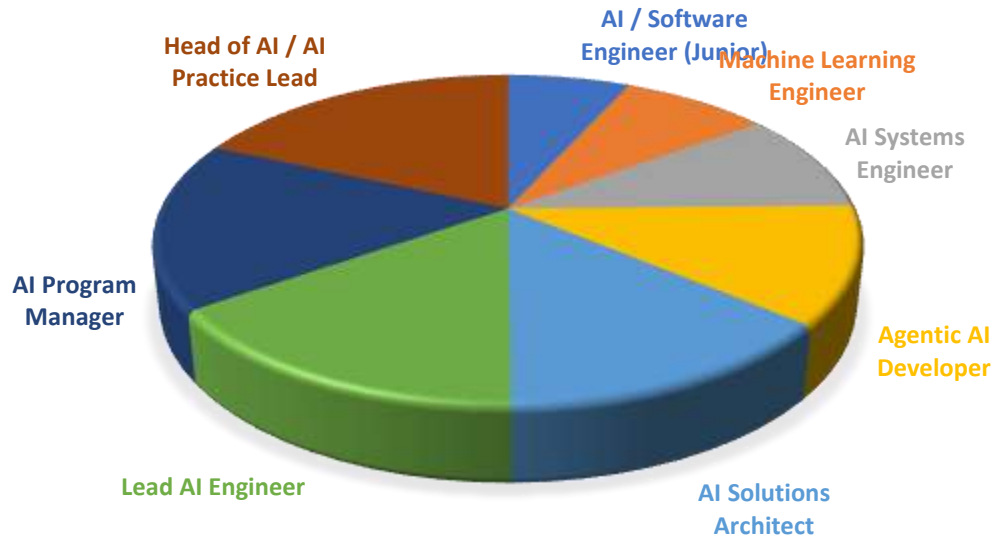
I took the certification course "Certified Learning & Development Professional CLDP" approved by the GSDC - Global Skill Development Council. So grateful to the professional team at the GSDC for this enlightening opportunity; namely, Ruguzeno, for her dedication, responsiveness, and constant support throughout this learning journey. And very special thanks to the amazing trainer and coach Deepak Sharma for the great weekly live sessions which I believe are the highlight of this certification programme. His knowledge, expertise, and outstanding skills have made the course very insightful, engaging, and enjoyable!

Date of experience: July 21, 2023

Global Impact of GSDC- Agentic AI Marketing Professional Certification

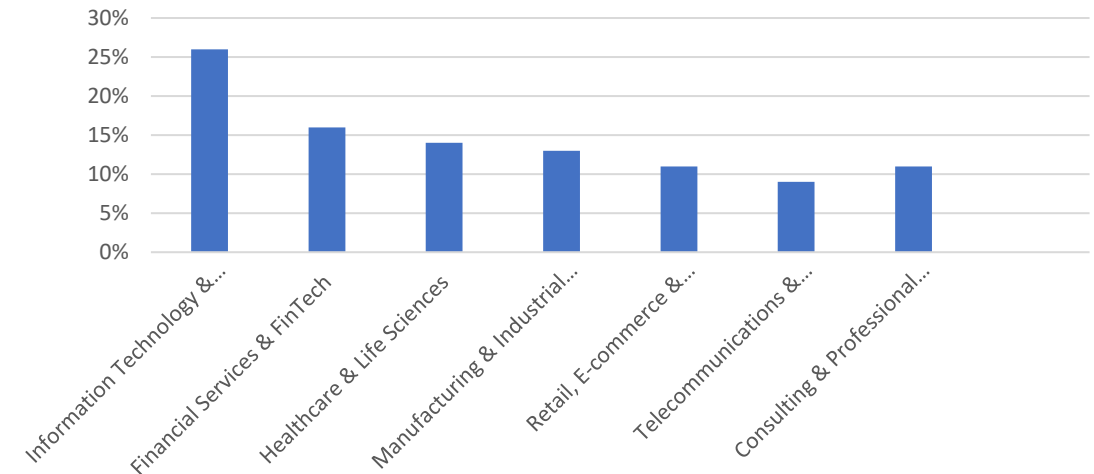
GSDC has certified more than One lakh professionals across a wide range of industries and roles.

ROLE VS CERTIFIED PROFESSIONALS FOR AGENTIC AI MARKETING PROFESSIONAL



Certification is most prevalent among senior and advanced agentic AI roles, indicating stronger adoption by professionals responsible for system design, orchestration, and strategic AI initiatives.

Industry-wise Distribution of Certified Professionals for Agentic AI Marketing Professional



Adoption is strongest in IT & Software Services, Financial Services, and Healthcare, with balanced participation across major global industries integrating agentic AI solutions.

Our Alumni works @



Enrollment-Options

Single Access

Unlock full access to all comprehensive resources and earn Global certification

- ✓ Expert Led Videos - 10 hrs+ of learning
- ✓ Get 1 Certification - Just \$200
- ✓ Save up to 50% with our limited-time offer!
- ✓ 3 SME Connect (1-on-1)
- ✓ Access to GSDC AI Studio
- ✓ Weekly Group SME Connect Session
- ✓ Certification Exam + 1 Free Retake & Practice
- ✓ Capstone Project + AI Interview & Tools
- ✓ GSDC Membership worth \$109 free

ENROLL NOW

Bundle Access

Get 3 certifications at a discounted price for maximum value

- ✓ Expert Led Videos - 30 hrs+ of learning
- ✓ Get 3 Certifications - **Just \$100** each
- ✓ **Save up to 60%** with this special bundle offer!
- ✓ **Unlimited** SME Connect (1-on-1)
- ✓ Access to GSDC AI Studio
- ✓ Weekly Group SME Connect Session
- ✓ Certification Exam + 2 Free Retake & Practice
- ✓ Capstone Project + AI Interview & Tools
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ENROLL NOW

Recommended for you

Make Your Own Agentic AI Marketing Professional Certification Bundle

**Enrich your skills and advance your career with our exclusive bundle
Select any 3 from below for your bundle.**

- ✓ Generative AI Foundation Certification
- ✓ Certified Emotional Intelligence Professional
- ✓ Certification In Generative AI In HR & L&D
- ✓ Certification In Generative AI In Cybersecurity
- ✓ Certified Generative AI Professional

Expand your expertise, design impactful learning experiences, and master your skills.

BUY ANY

3

CERTIFICATIONS

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Unlock Workforce Potential Through Skill Validation!

Enroll now with the code **UPSKILL10** To avail 10% discount.

Register Now



• **100% Money Back Guarantee!**

- No Questions Asked*
- 100% Amount Refund*
- No Processing Fees*

Thank You



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