

# Certification In Generative AI In Marketing

## Global Certification Program

- ✓ Globally lifetime Valid Certification
- ✓ Lifetime Valid Certification
- ✓ AI based Roleplay & Simulations
- ✓ Two Exam Attempts



# An Overview

## What You Can Expect From This Program?

Unlock the power of generative AI for your marketing initiatives with GSDC's specialized certification.

Gain the skills and knowledge to leverage AI for content creation, personalized marketing, and customer engagement. Validate your mastery of AI tools like GANs, ChatGPT, and Jasper AI for tasks like content production, image/video creation, and SEO optimization. Understand ethical considerations in AI-driven marketing and learn to implement personalized campaigns responsibly.

Stay competitive in the digital marketing landscape by becoming an expert in generating marketing breakthroughs and enhancing customer experiences through generative AI.

	<b>Type</b>	Online self-paced learning, Mocks
	<b>Language</b>	English (including subtitles)
	<b>Access</b>	12 months
	<b>AI based Role play</b>	Prepare yourself for career with AI based roleplay
	Digital certificate upon completion ( 2 Attempts)	
	Card Payment, Bank Transfer	
	Reading materials & Reference Templates	
	100% money back guarantee*	

# GSDC Introduction

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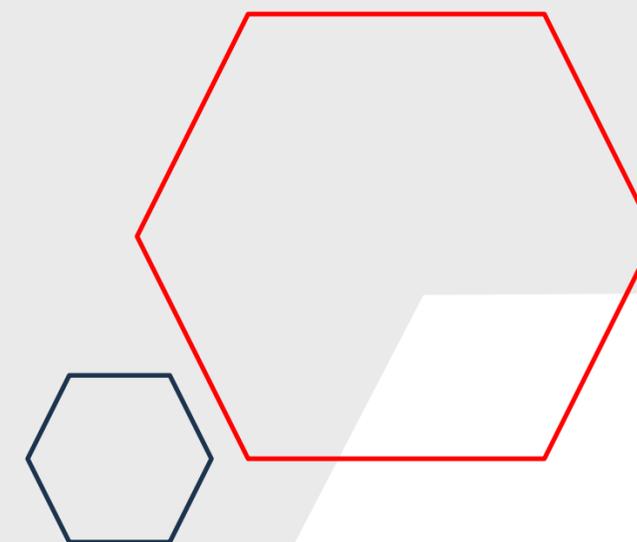
Welcome to the Global Skill Development Council (GSDC)!

As an independent, vendor-agnostic certification organization, we empower professionals worldwide.

Leading MNC organizations and global universities recognize our certifications. With a diverse portfolio of over 100+ programs, including L&D, HR, SRE, DevOps, Agile, Six Sigma, and Cyber Security, we've certified over 50,000 professionals.

Partnered with 50+ global training organizations, GSDC is your gateway to unlocking endless opportunities.

**Join us today and let your skills soar to new heights!**



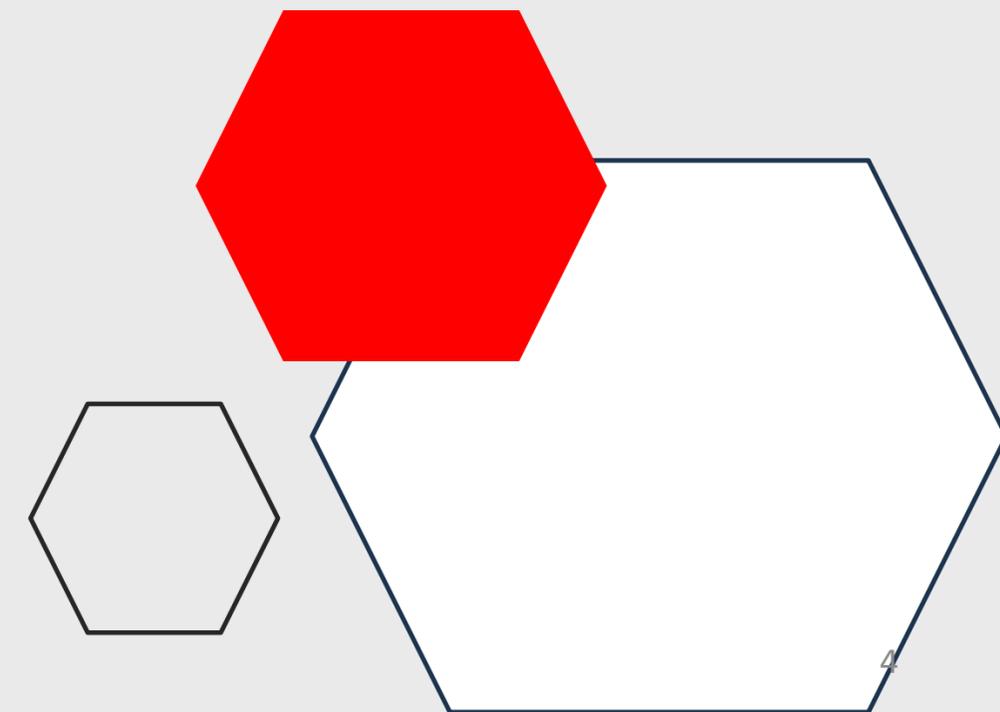
# Introduction

## Certification In Generative AI In Marketing

The GSDC's Generative AI in Marketing Certification is a specialized certification for marketing professionals who want to use generative AI in their marketing initiatives. With the help of Generative AI Marketing Certification, professionals will have the skills and knowledge necessary to employ generative AI for activities like content production, individualized marketing, and consumer engagement.

With this certification, professionals can successfully implement personalized marketing campaigns. It will give them access to different use cases, which include content creation, image and video production, search engine optimization, personalization, etc. Professionals will also get to know about AI tools like Generative Adversarial Networks (GAN), ChatGPT, Jasper AI, etc.

This certification also discusses ethical issues in AI-driven marketing and encourages ethical AI usage. The program prepares professionals to become experts who can generate marketing breakthroughs, enhance customer experiences, and stay competitive in the ever-evolving field of digital marketing with the use of generative AI.



# Learning Objective

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1. Display practical proficiency in generative AI.
2. Innovate and devise solutions utilizing generative AI.
3. Skillfully handle the intricacies of AI-driven technologies.
4. Showcase expertise in AI-generated synthetic media.
5. Play a part in the ever-evolving realm of artificial intelligence.
6. Confirm practical skills in applying generative AI.
7. Drive progress in the technology of generative AI.

## **OBJECTIVES OF GENERATIVE AI IN MARKETING CERTIFICATION**

## **1. Introduction to Generative AI in Marketing:**

- Exploring Generative AI in Marketing
- Understanding the integration of AI in modern marketing practices

## **2. Data Collection and Preparation for AI Marketing:**

- Sources of data and their acquisition
- Data preprocessing for AI-driven marketing applications

## **3. AI Algorithms in Marketing:**

- Grasping machine learning and deep learning fundamentals
- Common AI algorithms relevant to marketing

## **4. AI-Based Content Generation:**

- Utilizing AI models like GPT-3 for text generation
- Harnessing AI for image creation

## **5. Personalization and Customer Segmentation with AI:**

- Building AI-driven customer profiles
- Tailoring marketing strategies using AI insights

## **6. AI in SEO and Content Optimization:**

- Enhancing SEO with AI
- Optimizing content through AI tools

## **7. AI-Powered Chatbots and Customer Support:**

- Implementing chatbots for marketing
- Leveraging AI for enhanced customer support

## **8. AI-Enhanced Advertising Strategies:**

- Exploring programmatic advertising
- Precision in ad targeting and optimization with AI

## **9. Ethical and Legal Aspects of AI Marketing:**

- Addressing privacy and data protection concerns
- Mitigating bias in AI marketing practices

## **10. Measuring the Impact of AI Marketing Campaigns:**

- Identifying key performance indicators (KPIs)
- Evaluating the effectiveness of AI-driven marketing campaigns

## **11. Emerging Trends and Technologies in AI Marketing:**

- Anticipating the future of AI in marketing
- Staying current with developments in the field

# Unleash Unlimited Potential

All GSDC certifications come with a lifetime membership, offering you a world of benefits to fuel your professional growth.



## Expert Created Learning Material

Learn from knowledge shared by Top Industry Experts with 15+ yrs of experience.



## Downloadable Resources

Get access to templates and reference documents which will help you to do your day to day tasks easier.



## Access to Global Conferences

Be a part of GSDC thriving learning community around the world, sharing knowledge from across the world.



## Certificate Upgrades

Get complimentary certificate upgrades to keep up with the latest updates in processes and frameworks.



## Speaker invites @ GSDC Webinar Series

Share your knowledge with world at GSDC global webinar series, share your expertise and learn from others.



## Newsletters, blogs with industry insights

Get newsletters, announcements and articles curated by experts direct to your inbox.



## AI Based Role Play

Learn to implement applicability of knowledge with real life simulation based games.

# What You Get In this Certification Program?

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- Engaging digital learning videos
- Exclusive access to Global thought leader sessions & case studies
- Downloadable and implementable resources to support practical application
- Two mock exams with unlimited attempts for comprehensive preparation
- Certification exam voucher with 1-year validity
- Two attempts for certification exam

# 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.

 **Global Skill Development Council - GSDC**  
Reviews 178 • Excellent  
★★★★★ 4.7  
VERIFIED COMPANY

2 reviews IN

★★★★★ Jul 18, 2023

**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 knowledgable and kept it very interactive . Thanks the GSDC team for this !

**Date of experience:** April 13, 2023

Useful Share



1 review NG

★★★★★ Jul 11, 2023

**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



1 review IN

★★★★★ Sep 25, 2023

**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 insights!

**Date of experience:** September 25, 2023

Useful Share



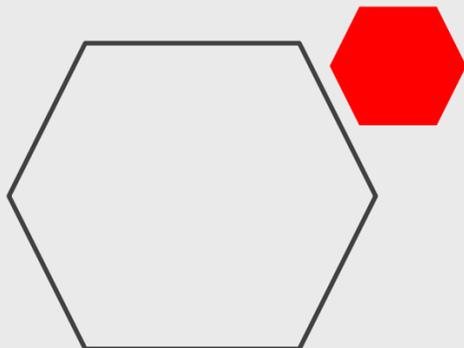
1 review AE

★★★★★ Aug 15, 2023

**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, Ruguozeno, 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



# Make Your Own Certification In Generative AI In Marketing Bundle

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Enrich your Gen AI Skills and advance your career with our exclusive bundle.

Get certified in the following:

- Generative AI in Software Development
- Generative AI in Cybersecurity
- Certification In Generative AI In Finance And Banking
- Generative AI in Project Management
- Generative AI in Product Management
- Certified Generative AI Professional

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

BUY ANY **3** AT

~~\$1200~~

**\$ 600**

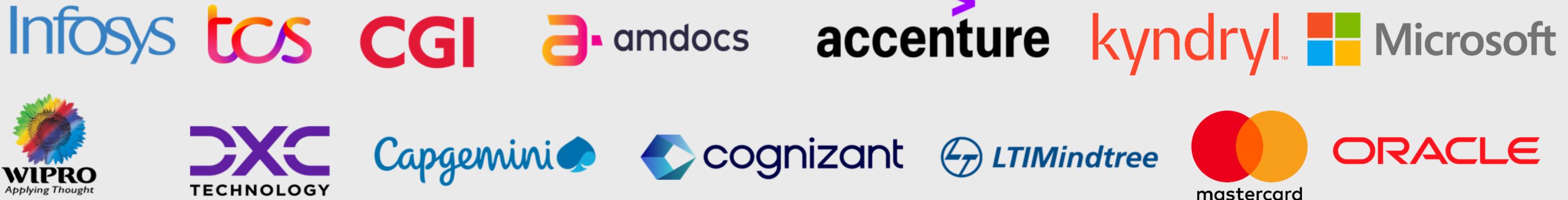
**Claim Your Bundle Here !!!**

# Generative AI in Marketing Certification

## About Exam:

- There will be a Multiple Choice Questions exam of 40 marks.
- You need to acquire 26+ marks to clear the exam.
- If you fail, you can retake the exam after one day.
- In case the participant does not score passing percentage then they will be granted a 2nd attempt at no additional cost. Re-examination can be taken up to 30 days from the date of the 1st exam attempt.

## Our Alumni Work at



Sample Certificate

***Unlock Workforce Potential Through Skill Validation!***

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

[Register Now](#)



## **100% Money Back Guarantee!**

At GSDC, quality is our top priority. Our certification programs are designed to foster professional growth and ensure learning satisfaction. If you do not pass the certification exam after two attempts, we offer a 100% money-back guarantee.

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



# Thank You

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