

Course Code: C1468

Digital Marketing with Generative AI (GenAI)

COURSE INFORMATION

Sessions
2 days

Duration
16 hrs

Level
Beginner

Assessment
NA

VENUE

12 Woodlands Square #07-85/86/87 Woods Square Tower 1, Singapore 737715. 5 mins walk from Woodlands (NS9) MRT station.

The venue is disabled-friendly.

WHAT'S THIS COURSE ABOUT

Topic 1: Review Digital Marketing Performance

Review key performance indicators of digital marketing channels

Calculate ROI of customer acquisition tools and digital marketing channels

Introduction to Generative AI (GAI) for digital marketing

Topic 2: Digital Marketing Using Generative AI (GAI)

Benefits and limitations of traditional digital marketing

Develop marketing campaigns using GAI

Content creation using GAI

Topic 3: Generative AI (GAI) for Online Presence and Customer Engagement

Consumer...

COURSE FEE

Full Fee S\$800.00 Before GST

GST S\$72.00 9% of fee

Total Payable S\$872.00 Including GST

CERTIFICATION

- **Certificate of Completion from Tertiary Infotech** - Upon meeting at least 75% attendance and passing the assessment(s), participants will receive a Certificate of Completion from Tertiary Infotech.

REGISTRATION

<https://www.tertiarycourses.com.sg/digital-marketing-with-generative-ai-genai.html>



SCAN TO REGISTER

SUPPORT

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