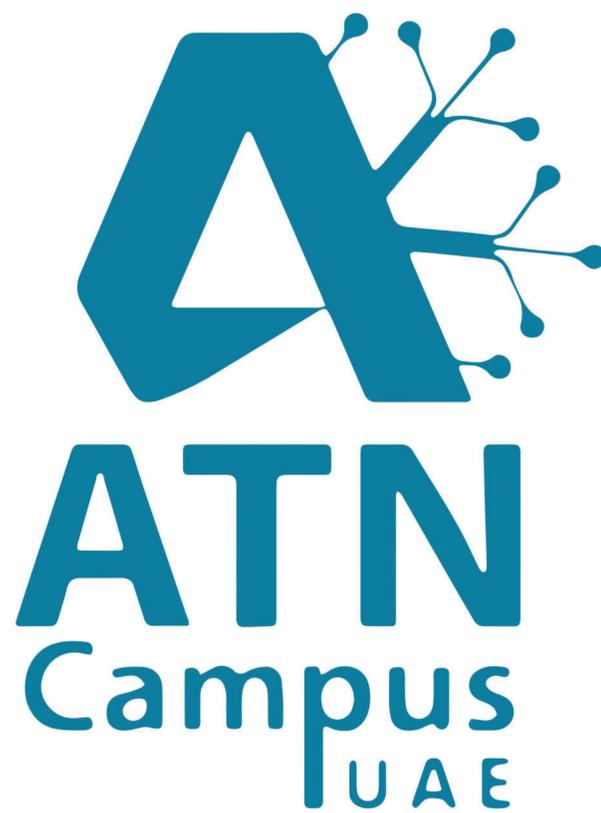


# COURSE GUIDE

## 2026

AI + DIGITAL MARKETING



Route to the IT World



EC-COUNCIL



C|EH V13



## ■ DESCRIPTION

The AI + Digital Marketing course at ATN Campus is designed to equip students and professionals with the knowledge and practical skills needed to succeed in today's digital economy by combining core digital marketing strategies with the power of artificial intelligence. You'll learn how to use AI tools for content creation, campaign automation, customer targeting, performance analytics, and real-world marketing optimization all while gaining hands-on experience with industry-relevant platforms and techniques. This program blends theory with practical training, helping you build impactful digital campaigns and future-ready marketing expertise that enhances your career prospects or business growth in a competitive online landscape.

## WHAT ARE THE BENEFITS IN STUDYING AI + DIGITAL MARKETING AT ATN?

### 1. High Demand Career Path

A Digital Marketing + AI course prepares you for one of the fastest-growing career fields. Businesses across all industries actively seek professionals skilled in SEO, paid advertising, content marketing, social media, and AI-driven automation to stay competitive in the digital space.

### 2. Wide Range of Job Opportunities

This course opens doors to multiple roles such as Digital Marketing Specialist, SEO/SEM Expert, Social Media Marketer, AI Marketing Analyst, Content Strategist, and Growth Hacker, allowing you to choose a career path that matches your interests and strengths.

### 3. Ability to Drive Real Business Results

You'll gain practical skills to increase website traffic, improve conversion rates, manage profitable advertising campaigns, and use data analytics to measure and improve marketing performance, delivering measurable results for businesses.

### 4. Hands-On Experience with AI-Powered Tools

Learn how to use AI tools for content creation, customer support automation, predictive analytics, audience segmentation, and campaign personalization—skills that are increasingly expected by employers and clients.

## 5. Freelancing & Entrepreneurial Opportunities

With in-demand digital and AI skills, you can work as a freelancer, remote marketer, or start your own digital marketing agency. This flexibility allows you to serve clients ranging from startups to global brands.

## 6. Data-Driven Decision Making

AI enables marketers to analyze large datasets, understand customer behavior, predict trends, and optimize strategies in real time. This leads to smarter marketing decisions and better campaign outcomes.

## 7. Future-Ready Skill Set

As AI continues to transform marketing, this course ensures you stay ahead of industry trends. You'll build a future-proof skill set that keeps you competitive in a rapidly evolving digital marketing landscape.

## ■ COURSE CERTIFICATE



The ATN CERTs Certificate recognizes students who complete approved programs at ATN Campus, confirming they have gained relevant knowledge, skills, and academic competencies. It serves as formal recognition of achievement and supports career development and further education locally and internationally.



This Course is verified by KHDA, which is the main government entity controlling the activities of education providers in the UAE. The verification guarantees that this training course meets all the required standards and criteria in accordance with the highest educational regulations.

VENUE - ATN CAMPUS AL BARSHA

Address : No 606 Al zarooni building - Al Barsha 1 - Dubai

## COURSE DETAILS

Course Name	AI + Digital Marketing
Duration	03 Months
Classes / hours per week	1 Class Per Week / 3 Hours
Language	English / Tamil
Certificate	ATN CERTs & KHDA
Class Mode	Online / In-Person
Practical Training	Yes Available

## PREREQUISITES

- You will receive a pre-course questionnaire, which should be completed and sent to us. It will help us.
- Adjust the course to your needs.
- It is recommended to have secondary education.

## WHO SHOULD ATTEND

- Marketing Students
- IT Students
- IT Professionals
- School Leavers
- Everyone who want to make changes that will be extremely beneficial for a company or to explore new jobs in IT.
- New jobs in Marketing and freelance workers



# AI + DIGITAL MARKETING COURSE MODULES

## Module 1: The Future of Marketing – Where AI Meets Creativity

- Evolution of Digital Marketing in the AI Era
- Understanding Artificial Intelligence & Machine Learning for Marketers
- The Role of Data in Modern Marketing Campaigns
- AI Tools Every Digital Marketer Must Know

## Module 2: Smarter Content Creation and Branding

- AI-Powered Copywriting & Visual Design (ChatGPT, Canva AI, Midjourney)
- Dynamic Branding – How AI Builds Consistent Brand Identity
- Personalization & Predictive Content Strategy
- Building Campaigns with AI: From Idea to Execution

## Module 3: AI in Social Media Growth & Automation

- Using AI to Analyze Trends and Audience Behavior
- Automating Social Media Ads and Scheduling with AI Tools
- Influencer Identification & ROI Tracking Using AI
- Case Study: Viral Social Campaigns Built with AI Insights

## Module 4: Data-Driven Marketing & Predictive Analytics

- Introduction to AI Analytics Dashboards (Google Analytics 4, Meta AI)
- Predictive Customer Behavior & Conversion Forecasting
- Sentiment Analysis & Customer Engagement Metrics
- Data Visualization & Reporting for Decision Making



# AI + DIGITAL MARKETING COURSE MODULES

## Module 5: AI for SEO and Paid Advertising (SEM)

- AI Tools for Keyword Research & SEO Optimization
- AI in Ad Targeting, Bidding & Performance Tracking
- Smart Campaign Design: Google Ads + Meta AI Integration
- Real-World SEO Automation Lab

## Module 6: AI-Enhanced Email and CRM Marketing

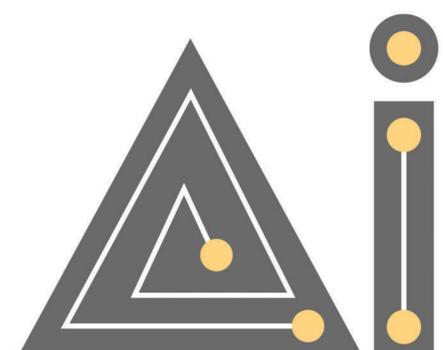
- AI Tools for Customer Segmentation & Personalization
- Predictive Email Marketing & Automation Workflows
- Building Retention Funnels Using AI-driven CRMs
- Practical Workshop: Automated Email Campaign with AI

## Module 7: Omnichannel Intelligence and Chatbots

- AI Chatbots for Lead Generation and Customer Support
- Integrating AI Across Multiple Marketing Channels
- Voice Search & Conversational AI in Marketing
- Capstone Project: Design an AI-Integrated Campaign

## Module 8: AI Ethics, Future Trends & Industry Certification

- Ethical Use of AI in Marketing and Data Privacy
- Emerging Tools (Generative AI, AR/VR, Web 3.0)
- Future Careers in AI Marketing
- Final Project Presentation & Certification Assessment



# AI + DIGITAL MARKETING



Course code :

## PARTICIPANTS DETAILS

MR.  MS. FIRST NAME: \_\_\_\_\_ LAST NAME: \_\_\_\_\_  
COMPANY: \_\_\_\_\_ JOB TITLE : \_\_\_\_\_  
COUNTRY \_\_\_\_\_ CITY: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_ PO BOX: \_\_\_\_\_  
MOBILE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

## COMPANY DETAILS

COMPANY: \_\_\_\_\_ LANDLINE : \_\_\_\_\_  
COUNTRY \_\_\_\_\_ CITY: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_ PO BOX: \_\_\_\_\_  
 MR.  MS. FIRST NAME: \_\_\_\_\_ LAST NAME: \_\_\_\_\_  
JOB TITLE: \_\_\_\_\_ MOBILE: \_\_\_\_\_  
EMAIL: \_\_\_\_\_

## COURSE STARTING DATE

DAY — MONTH — YEAR

For course dates contact us or see courses calendar on [www.atnedu.ae](http://www.atnedu.ae)

## YOU CAN REGISTER BY

☎ 042562856

🌐 [www.atnedu.ae](http://www.atnedu.ae)

📱 #ATNCAMPUS

## IN - HOUSE AND LIVE ONLINE

If you are interested in conducting this training course at a location of your choice or online, you can contact us, and we will create a unique in-house or online training solution

PAYMENT OPTIONS	APPLICATION FEE	DOWN PAYMENT	BALANCE PAYMENT	TOTAL FEE
INSTALLMENT PAYMENT	N/A	1500 AED	1500 AED NEXT MONTH	3000 AED
ONE TIME PAYMENT	N/A	N/A	N/A	ONE TIME PAYMENT 2500 AED

\* LIMITED TIME OFFER FOR ONE TIME PAYMENT - 1900 AED (CASH / TABBY / TAMARA)

## SPECIAL OFFER

**2+20%** Discount

(BOOK TWO SEATS GET 20% OFF ON FOR 3RD REGISTRATION)

FOR THIS AND OTHER DISCOUNTS CONTACT US

## LIVE ONLINE TRAINING FEES (3 DAYS)

### TERMS & CONDITIONS

1. We reserve the right to modify the course topic or its date or location.
2. We reserve the right to modify the course topic or its date or location.
3. Only one type of discount can be applied at a time to the same course.
4. All Atton Institute bank account details will be provided on the invoice.
5. Payment can be made via bank transfer, credit card or cheque to Atton insitute.
6. Your registration will be fully vaild only after the payment has been received in full.
7. The regular, special and early bird courses fees exclude the applicable 5% VAT.

DATE: \_\_\_ / \_\_\_ / \_\_\_\_\_

SIGNATURE: \_\_\_\_\_