COURSE SYLLABUS

AI Marketing Certificate Program

Master SEO, paid ads, analytics, email, and social media marketing, then add AI content generation and build three deployed marketing applications.

> Group classes (Live Online) and onsite training are available for this course. For more information, email partnerships@vdci.edu or visit: https://vdci.edu/certificates/ai-marketing-certificate-program-self-paced



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Course Outline

This package includes these courses

- Digital Marketing Strategy & Web Fundamentals Online (6 Hours)
- Content Marketing Bootcamp Online (6 Hours)
- Email Marketing Bootcamp Online (6 Hours)
- SEO Bootcamp Online (12 Hours)
- Google Ads Bootcamp Online (12 Hours)
- Google Analytics Bootcamp Online (12 Hours)
- Instagram Marketing Bootcamp Online (12 Hours)
- Facebook Marketing Bootcamp Online (12 Hours)
- LinkedIn Marketing Bootcamp Online (6 Hours)
- YouTube Marketing Course Online (6 Hours)
- Social Media Content Marketing: Blogs & X (Twitter) Course Online (6 Hours)
- TikTok Marketing Course Online (6 Hours)
- Streaming for Social Media Course Online (6 Hours)
- Social Media Industry & Portfolio Course Online (12 Hours)
- AI for Marketing Course Online (30 Hours)
- AI Coding Tools & App Development Course Online (60 Hours)
- AI Marketing Portfolio Development Course Online (90 Hours)

Digital Marketing Strategy & Web Fundamentals Online

Develop a complete digital marketing strategy covering audience analysis, value proposition, website conversion optimization, lead nurturing, and ROI measurement.

- Define a target audience and build customer personas
- Develop a value proposition that differentiates your business
- Set marketing goals and choose metrics that reflect real progress

- Identify the website elements that drive conversions
- Build conversion pathways that turn visitors into leads
- Nurture leads toward a sale
- Analyze marketing performance and improve return on investment

Content Marketing Bootcamp Online

Build a complete content marketing plan, produce original content assets, and learn to promote, track, and optimize content using analytics and key content metrics.

- Develop a content marketing strategy tied to business goals
- Understand content curation and editorial best practices
- Produce original content assets for a defined audience
- Build a distribution plan across owned and earned channels
- Identify the metrics that show whether content is working
- Track performance with analytics tools
- Optimize a content program based on what the data shows

Email Marketing Bootcamp Online

Grow a permission-based email list, design campaigns that convert, set up automation workflows, and optimize with A/B testing.

- Build a permission-based email list with lead magnets
- Segment a list so messages match the audience
- Design welcome, promotional, and re-engagement campaigns
- Write and structure emails that get opened and acted on
- Protect deliverability and stay out of spam folders
- Build automation workflows triggered by customer behavior
- Run A/B tests and act on the results
- Produce a complete 30-day email marketing strategy

SEO Bootcamp Online

Master keyword research, on-page and technical SEO, backlink strategy, and site audits to grow organic search visibility.

- Understand how search engines crawl, index, and rank content
- Conduct keyword research with Semrush to find high-intent terms
- Run competitive analysis to refine keyword targeting
- Write SEO-friendly content matched to search intent and the buying journey
- Implement on-page SEO: meta tags, internal linking, and sitemaps
- Apply technical SEO including site structure, rich snippets, and mobile optimization
- Build backlinks and promote content off-page
- Optimize video for YouTube and conduct full SEO audits

Google Ads Bootcamp Online

Build and optimize Google Ads Search and Display campaigns with keyword strategy, bidding, conversion tracking, audience

targeting, and remarketing.

- Understand how the Google Ads auction determines placement and cost
- Set up and structure a Google Ads account correctly
- Develop keyword strategy and use match types to control reach
- Write ads that convert and build effective landing pages
- Choose bidding strategies and manage budgets
- Set up call and conversion tracking
- Run Display campaigns with audience targeting
- Build remarketing campaigns and apply automation

Google Analytics Bootcamp Online

Set up GA4 properties, configure key events and ecommerce tracking, interpret the core reports, and build dashboards that drive marketing optimization.

- Understand web analytics fundamentals and the GA4 data model
- Set up and configure GA4 accounts, properties, filters, and key events
- Implement ecommerce and event tracking
- Interpret audience, acquisition, behavior, and conversion reports
- Build measurement plans tied to business objectives
- Create custom dashboards and shared reports for stakeholders
- Track campaign performance across platforms with UTM parameters
- Build remarketing audiences and act on data insights

Instagram Marketing Bootcamp Online

Build an organic and paid Instagram strategy with Stories, Reels, community building, advertising, and Shopify integration, plus a 30-day content calendar.

- Optimize an Instagram business profile for conversion
- Develop an organic content strategy across feed, Stories, and Reels
- Create visually engaging content that drives engagement and sales
- Use hashtags, cadence, and collaborations to expand reach
- Build and engage a community around a brand
- Configure and run paid Instagram ad campaigns
- Integrate Shopify for in-platform selling
- Read performance analytics and adjust strategy

Facebook Marketing Bootcamp Online

Master Meta Business Manager, Ads Manager, audience targeting, and the Meta Pixel, and build a complete Facebook campaign strategy.

- Set up and manage a Facebook business page and Groups
- Understand how the Facebook algorithm distributes content
- Create content that earns interaction and expands reach

- Navigate Meta Business Manager and Ads Manager
- Build targeted and custom audiences for ad campaigns
- Install and use the Meta Pixel for conversion tracking
- Integrate Shopify for ecommerce advertising
- Develop a complete campaign strategy with budget and measurement

LinkedIn Marketing Bootcamp Online

Optimize personal and company LinkedIn profiles, use advanced search, and launch and measure paid LinkedIn advertising campaigns.

- Navigate LinkedIn as a marketing platform
- Optimize a personal profile as a professional credibility asset
- Create and manage a LinkedIn company page
- Use advanced search to find and reach specific audiences
- Develop content strategy suited to a professional audience
- Launch paid LinkedIn campaigns with role and industry targeting
- Measure campaign performance and marketing success

YouTube Marketing Course Online

Set up and grow a business YouTube channel, build a content strategy, run YouTube advertising, and integrate ecommerce.

- Set up and brand a business YouTube channel
- Identify and engage a target audience
- Build a sustainable video content strategy
- Grow a following and expand reach on the platform
- Create and optimize YouTube ad campaigns
- Understand monetization options for a business channel
- Integrate Shopify for selling through YouTube

Social Media Content Marketing: Blogs & X (Twitter) Course Online

Build content marketing strategies for blogs and X (Twitter), establishing brand voice and delivering a three-post blog series with an integrated promotional campaign.

- Apply content marketing fundamentals to text-based platforms
- Set content goals and the metrics that track them
- Establish a brand personality through written content
- Develop marketing strategies specific to X (Twitter)
- Write, publish, and promote blog posts
- Apply cross-platform blogging techniques
- Monitor trends and build an engaged audience

TikTok Marketing Course Online

Develop a commercial TikTok strategy with short-form video that drives sales, plus a 30-day content calendar and original video

concepts.

- Understand how the TikTok algorithm drives distribution
- Identify and use trends before they decay
- Create short-form video that holds attention and drives action
- Develop a brand presence suited to the platform
- Grow a following and expand reach
- Use TikTok's advertising tools to extend reach
- Produce a 30-day content calendar with original video concepts

Streaming for Social Media Course Online

Learn to configure OBS Studio and live stream marketing content to YouTube Live, Twitch, and TikTok Live with platform-specific strategy.

- Install and configure OBS Studio for broadcasting
- Set up scenes, content sources, and stream layouts
- Connect OBS to your streaming accounts
- Stream to Twitch and understand its community and benefits
- Stream to YouTube Live and understand its reach
- Stream to TikTok Live and its marketing opportunities
- Tailor content and engagement strategy to each platform

Social Media Industry & Portfolio Course Online

Develop original campaign concepts, build a showcase social media portfolio, and prepare for the job search with résumé, LinkedIn, and interview practice.

- Apply earned-first creative thinking to campaign ideas
- Develop original campaign concepts from scratch
- Build a showcase portfolio that demonstrates judgment
- Understand the social media career landscape and its roles
- Optimize a résumé for social media positions
- Optimize your LinkedIn and personal social presence
- Prepare for interviews through practice and personal branding

AI for Marketing Course Online

Operate Claude, GPT, Gemini, Firefly, Midjourney, and Imagen for professional marketing work, with prompt engineering, brand voice systems, and licensing knowledge.

- Select the right AI platform for each marketing task and channel
- Write and refine prompts that produce reliable, on-brief output
- Build brand voice systems so generated copy stays on-brand
- Apply AI across SEO, SEM, content, social, email, and advertising
- Generate and refine visual assets with AI image models
- Measure the impact of AI-assisted marketing on KPIs and ROI

- Apply commercial licensing, indemnification, and disclosure rules
- Produce an AI campaign portfolio with documented prompt patterns

AI Coding Tools & App Development Course Online

Learn to build, test, and deploy full-stack web applications with AI coding tools, covering prompting, version control, databases, authentication, security, and hosting.

- Use AI coding tools confidently for real, multi-step development work
- Prompt and steer AI with context setting, planning, review, and recovery techniques
- Work with Git and GitHub for version control, branching, and code review
- Understand web development fundamentals: HTML, CSS, JavaScript, APIs, front end, and back end
- Build full-stack applications with databases, authentication, and external APIs
- Connect external services through MCP integrations and orchestrate sub-agents
- Debug, test, and secure an application before release
- Deploy production-ready applications to a live public URL

AI Marketing Portfolio Development Course Online

Build projects such as a campaign brief generator, marketing ops dashboard, AI campaign studio, SEO content workbench, lifecycle email builder, or paid ads campaign app.

- Use AI coding tools to plan, build, and ship real marketing web applications from start to finish
- Create three portfolio-ready projects chosen around your goals and interests
- Connect apps to a hosted database so brand kits, leads, and campaigns persist
- Integrate AI features that generate briefs, copy, imagery, and content at scale
- Design responsive, accessible interfaces with dashboards, builders, and live previews
- Work with third-party APIs and services such as email platforms, model providers, and webhooks
- Apply security, authentication, and role-based access to keep user and client data protected
- Deploy a finished application with environment variables, a custom domain, and launch-ready polish