



# CompTIA: AI for Marketing On-Demand

Course ID #: 7000-1141-ZZ-Z

Hours: 7

Delivery Method: Group Internet Based

## Course Content

### Description:

CompTIA AI for Marketing Essentials gives you hands-on practice using generative AI tools to accelerate real marketing work. You'll learn how to research audiences, plan campaigns, generate written and visual content, optimize SEO, personalize customer experiences, and automate workflows. Strengthen your marketing impact through scenario-based training and earn a CompTIA CompCert to validate your skills and demonstrate your expertise.

### Objectives:

Throughout this course, students will do the following:

- AI-Driven Market and Audience Research.
- AI-Assisted Content Strategy and Planning.
- Generative AI Written Content Production.
- Generative AI Visual and Multimedia Production.
- AI-Driven Personalization and Experience Optimization.
- AI-Enabled Campaign Automation and Management.
- AI-Powered Analytics and Reporting.
- AI-Driven SEO Research and Optimization.
- AI-Assisted Social Content and Engagement.
- Prompt Engineering and Ethical AI Use.
- Interact with AI Chatbots Effectively and Efficiently.
- Use AI Tools Responsibly.

### Prerequisites:

None

### Target Audience:

Marketing Professionals



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## Topics:

### 1.0 Course Kickoff and AI Fundamentals

#### 1.1 Course Introduction

- Course Introduction
- How to Use this Course
- Activity: Pre-Assessment

#### 1.2 Prompt Fundamentals

- Introduction to Generative AI
- Elements of an Effective Prompt
- Introduction to Contextual Files
- Activity: Crafting an Effective Prompt

#### 1.3 Using AI Responsibly and Secure

- The Risk of Using AI
- The Importance of Verifying AI Outputs
- Types of Errors in AI Outputs
- Activity: Verifying Outputs

### 2.0 Market and Audience Insight Foundations

#### 2.1 Synthesizing Market and Competitor Data with AI

- AI-Driven Market and Audience Analysis
- Prompts for Market and Audience Analysis
- Using AI to Understand Your Audience and Market
- Activity: Generating Market Insights with AI

#### 2.2 Generating Keyword and Topic Opportunities

- AI-Powered Keyword Discovery and Topic Brainstorming
- Using AI to Generate and Prioritize a Content Topic Backlog
- Activity: Keyword Identification and Prioritization

#### Module 2 Review

### 3.0 Content Ideation and Copywriting

#### 3.1 Campaign Concepts and Whitespace Analysis

- AI-Enhanced Campaign Ideation
- Prompt Patterns for Concept Generation

- Activity: Select and Prioritize Campaign Concepts

- Activity: Refine Ideas Through Iteration

#### 3.2 Building AI-Driven Content Calendars and Channel Plans

- AI Content Calendars and Channels
- Calendar Cadence and Channel Selection Checklist
- Build a Month Plan from a Brief
- Activity: Resolve Conflicts in the Plan

#### 3.3 Generative AI for Marketing Copywriting and Repurposing

- AI Copywriting Essentials
- Tone, Voice, and Guardrails Prompts
- From Brief to First Draft
- Repurposing Recipes by Channel
- Activity: Choose Repurposing Paths for Reach and SEO
- Activity: Creating Campaign Assets

#### Module 3 Review

### 4.0 Visual Media Personalization

#### 4.1 AI Visual and Multimedia Asset Creation

- AI Visual and Multimedia Tools
- AI Media Tool and Prompts
- From Brief to Branded Visual
- Activity: Evaluate Generated Visuals for Brand Fit
- Activity: Prompts for Media Creation

#### 4.2 Advanced AI Media Creation

- Introduction to Advanced AI Media Generation
- Powerful AI Media Tool Combos
- Produce a 15-Second Product Spot
- Activity: Advanced AI Video Workflow

#### 4.3 Data-Driven Personalization Planning

- AI Personalization Fundamentals
- Mapping Content to Audience Data



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- Activity: Design a Personalized Content Flow
- Activity: Optimize Personalization Rules

## Module 4 Review

### 5.0 Campaigns and Analytics

#### 5.1 Designing Multi-Step Campaign Workflows with AI Guidance

- AI-Guided Workflow Planning
- Prompt Patterns for Workflow Mapping
- Draft a Three-Step Nurture Flow
- Activity: Generate a Workflow Proposal

#### 5.2 Turning Raw Data into Executive Insights

- From Data to Narrative
- Insight Extraction and Visualization Prompts
- Build an Executive Dashboard
- Activity: Summarize Results for a C-Suite Meeting

## Module 5 Review

### 6.0 Discoverability and Engagement

#### 6.1 AI-Powered SEO Strategy and Metadata Generation

- AI for SEO Execution
- Prompting for Keyword Alignment and Metadata Audits
- Audit and Optimize an Existing Page
- Activity: Evaluate on-Page SEO Fixes

- Activity: Recover Search Visibility After a Ranking Drop

#### 6.2 Social Content Creation and Repurposing with AI

- AI for Social Engagement
- Prompt Patterns for Repurposing and Scheduling
- Generate a Cross-Platform Campaign
- Activity: Evaluate Social Posts for Fit and Format
- Activity: Plan a Week of Social Content

## Module 6 Review

### 7.0 Optimizing and Governing AI Usage

#### 7.1 Optimizing AI Workflows with Projects and Prompt Libraries

- Building Efficient AI Workflows
- Structuring Prompt Libraries and Context Threads
- Create a Reusable Prompt Set
- Activity: Optimize a Project for Speed and Consistency

#### 7.2 AI Governance, Compliance, and Ethical Use

- Governance and Risk Awareness
- Checklist for Fact-Checking and Citation
- Activity: Apply the Governance Checklist

## Module 7 Review

Register for this class by visiting us at:

[www.tcworkshop.com](http://www.tcworkshop.com) or by calling us at 800-639-3535

*NASBA CPE details are provided on the following pages.*



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## NASBA Information

**Level:** Beginner

**Advanced Preparation:**

**Attendance Requirement:** To be awarded the full credit hours, you must sign in and attend the entire course.

**Recommended Field(s) of Study:** Computer Software and Applications

**Recommended CPEs:** 7.80

### **Policies: Course Registration, Cancellation, Refund, and Complaint Resolution**

For more information regarding administrative policies such as complaint and program cancellation policies, please contact our offices at 800-639-3535 or visit us at: [www.tcworkshop.com](http://www.tcworkshop.com)

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