AI-Powered Marketing Level 3

Summary
This course will empower you to design and implement AI-driven marketing strategies that are exceptionally effective in today's data-rich world. Moving beyond foundational concepts, you will explore how AI enables precise targeting of customers, personalises customer experiences, and maximises campaign performance. You will learn how to analyse customer data and study practical examples of new marketing workflows.

Course Provider	Rocketeer Group Shire Hall Business Centre, Market Street, Stafford ST16 2LD 01785 223 253 rocketeergroup.com
Qualification Accreditation	IOEE (Institute of Enterprise and Entrepreneurs)
Academic level	3
PET entry requirements	Level 2 English and Foundations of AI: Business and Marketing Level 2
Format of course material	Paper-based
Structure of course	1. Precision, Personalisation, and Performance 2. Targeting and personalisation 3. Core avatars 4. Data analysis techniques 5. Building customer communities 6. Leveraging AI tools to develop client relationships 7. AI-ops-DNA" marketing workflows 8. AI voice sales agents
Assignments	4
Exam	No
Study hours	165 hours
Course expiry date	12 months
Prison support requirements	Facilitate tutor support via email. This often requires scanning learner assignments and email them to their tutor.
Supplier tutor's support	Yes – accessed via prison staff and also directly using EMAP. Assignment feedback given and questions answered.
Certificate	A printed certificate is provided upon successful completion.

Progress	There are range of possible progression options, such as Advanced AI for Business Transformation Level 3 or Agile project management. Call our free Advice Line on 0800 048 7520 on Tuesdays (10-12pm and 2-4pm) and Thursdays (10am-12pm and 2-6pm).