ENDORSED BY OTHM QUALIFICATIONS · LEVEL 3

International Certificate in Artificial Intelligence for Business and Marketing (Level 3)

AI in marketing practice: researching and segmenting audiences, and developing generative content and campaigns. Endorsed by OTHM, 30 credits.



Study it online. Finish with a certificate issued by OTHM Qualifications.

WHERE IT SITS

- Entry
- Level 1
- Level 2
- **Level 3**
- Level 4
- Level 5

Level 3
LEVEL

150
LEARNING HOURS

3
UNITS

100%
ONLINE

Delivered online
Tutor support. Start when you are ready.

Assessed on your work
A portfolio of your own work. No written exam.

Endorsed by OTHM Qualifications
They quality assure it and issue your certificate.

Ask us
For the fee. You start when you are ready.

Start when you are ready
150 guided learning hours, 300 total qualification time, 30 credits; self-paced

Tutor support throughout
Questions answered within 2 working days, feedback within 10.

Nothing paid at application
Payment only after you accept an offer.

+44 207 0990 956 info@dataaischool.com dataaischool.com

WHAT YOU WILL STUDY

3 units, 150 guided learning hours



- Artificial Intelligence in Marketing Practice — 50 h · 33%
- Audience Research, Segmentation and Discovery — 50 h · 33%
- Generative Content and Campaign Development — 50 h · 33%

UNIT BY UNIT

What each unit covers

1. Artificial Intelligence in Marketing Practice

50 hours

- Understand what current artificial intelligence tools do in a marketing context
- Understand the legal framework for artificial intelligence in marketing
- Understand how a marketing function changes when these tools are adopted
- Be able to protect the brand when using artificial intelligence

2. Audience Research, Segmentation and Discovery

50 hours

- Be able to research an audience using artificial intelligence
- Understand how people find a business now
- Be able to build and test a segment
- Be able to improve discoverability

3. Generative Content and Campaign Development

50 hours

- Be able to produce marketing content using generative artificial intelligence
- Be able to plan a campaign that uses artificial intelligence proportionately
- Be able to take ownership of machine assisted content
- Understand the risks of automated marketing at scale

The units OTHM Qualifications approved for this programme, with the credit and hours each one carries.

3
UNITS TO COMPLETE

12
LEARNING OUTCOMES

150
GUIDED LEARNING HOURS

Guided learning hours are the taught time OTHM Qualifications specifies. Your own study time is on top, and how long you take is up to you.

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HOW IT WORKS

From your first unit to your certificate



01

You produce evidence

A portfolio of your own work, against the published criteria.

02

An assessor marks it

Qualified, and required to show current competence in the sector they assess.

03

The marking is checked

Sampled internally each term, and quality assured by OTHM Qualifications from outside the school.

04

OTHM Qualifications certificates you

OTHM Qualifications issue it to you on completion. Recognised independently of us.

WHAT WE COMMIT TO

Answers, in working days

Within 2 working days
General questions

Within 10 working days of submission
Assessment feedback

Within 1 working day
Technical problems

Within 1 working day
Urgent welfare concerns

Published in DAIS-POL-024 Online Learning and Digital Delivery, and on every course page.

GETTING ON

Entry requirements

- There are no formal entry requirements. You do not need any previous qualification, and you do not need to be working or on a placement.
- The programme is studied and assessed entirely online and entirely in English, so you will need a computer with an internet connection, and enough English to read the material and write your own answers.

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THE COST

How paying works

TWO WAYS

Pay in full, which costs less than the published fee, or pay monthly. No interest and no credit agreement, and the payments stop on their own.

THE CURRENT FEE

On the programme page at dataaischool.com, or ask us and we will tell you. It is not printed here, so nothing in this guide can quote you a price we are no longer charging.

Nothing is paid when you apply. Payment is taken only after you accept an offer, and we confirm the amounts with you first.

How long it takes. 150 guided learning hours, 300 total qualification time, 30 credits; self-paced

BEFORE YOU START

What you need to take part

Device
Laptop or desktop computer

Operating system
Windows 10 or macOS 10.15 or later

Browser
Google Chrome or Mozilla Firefox, latest version

Internet speed
10 Mbps download and 5 Mbps upload

Webcam
Required for live sessions and identity verification

Microphone
Required for live sessions

Published in DAIS-POL-024, and told to every learner before enrolment.

IN MORE DETAIL

About this programme

The programme is made up of 3 units, every one of them at level 3. In total it carries 30 UK credits, which is 15 ECTS credits. It carries 150 guided learning hours, and OTHM put its total qualification time at 300 hours. Every unit is worth 10 UK credits, which is 5 ECTS credits. Every unit carries 50 guided learning hours, and a total qualification time of 100 hours. These three units are also the first three units of the diploma, so the certificate is a complete award in its own right and a …

ASKED BEFORE

Questions people ask

Who endorses International Certificate in Artificial Intelligence for Business and Marketing (Level 3), and how do I get my certificate?

This is one of the school's own programmes, endorsed by OTHM Qualifications under their Endorsed Learning Programmes provision. OTHM Qualifications quality assure it and issue the certificate on successful completion. It is not a regulated qualification, it is not on the register of regulated qualifications, …

How long does International Certificate in Artificial Intelligence for Business and Marketing (Level 3) take?

This programme carries 150 guided learning hours and a total qualification time of 300 hours. It is studied online at your own pace, so how long it takes in calendar time depends on how much you can commit each week.

What do I need before I can start?

There are no formal entry requirements. You do not need any previous qualification, and you do not need to be working or on a placement. We assess every applicant individually and will tell you if a different level would suit you better.

Can I study this entirely online?

Yes. Teaching, materials and assessment are all delivered through our Moodle-based virtual learning environment, so you can study from anywhere in the UK. You need a laptop or desktop computer, a current version of Chrome or Firefox, and a broadband connection of at least 10 …

The same answers as the programme page, built from the same record.

NEXT STEP

Apply, or ask us first

Applying costs nothing and commits you to nothing. Eight short steps, no card details and no deposit. We check the programme suits you and say so if another fits better, and payment is taken only after you accept an offer.

+44 207 0990 956 | info@dataaischool.com | We reply within 2 working days

Scan for the full details

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