ENDORSED BY OTHM QUALIFICATIONS · LEVEL 3

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

All three certificate units, plus measurement and analytics, customer conversations, and developing an AI marketing capability. Endorsed by OTHM, 60 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	300	6	100%
LEVEL	LEARNING HOURS	UNITS	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

300 guided learning hours, 600 total qualification time, 60 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.

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WHAT YOU WILL STUDY

6 units, 300 guided learning hours



Artificial Intelligence in Marketing Practice	50 h · 17%
Audience Research, Segmentation and Discovery	50 h · 17%
Generative Content and Campaign Development	50 h · 17%
Marketing Measurement and Analytics	50 h · 17%
Customer Conversations and Enquiry Handling	50 h · 17%
Developing an AI Marketing Capability	50 h · 17%

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

4. Marketing Measurement and Analytics

50 hours

- Be able to plan measurement before a campaign runs
- Be able to analyse performance and test a change
- Be able to prepare marketing data that can be relied on
- Be able to report a result honestly and repeatably

5. Customer Conversations and Enquiry Handling

50 hours

- Be able to design a customer conversation that uses artificial intelligence
- Be able to test an automated conversation before a customer meets it
- Be able to build and maintain the content an assistant answers from
- Be able to run and account for a live automated conversation

6. Developing an AI Marketing Capability

50 hours

- Be able to establish what an organisation does now, with evidence
- Be able to produce a costed and governed plan
- Be able to appraise the options open to the organisation
- Be able to evaluate and defend the plan

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

6	24	300
UNITS TO COMPLETE	LEARNING OUTCOMES	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.

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.

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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.

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. 300 guided learning hours, 600 total qualification time, 60 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 6 units, every one of them at level 3. In total it carries 60 UK credits, which is 30 ECTS credits. It carries 300 guided learning hours, and OTHM put its total qualification time at 600 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. The first three units are the same three units as the certificate, so a learner who completes the certificate and then continues to the diploma repeats nothing.

ASKED BEFORE

Questions people ask

Who endorses International Diploma 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 Diploma in Artificial Intelligence for Business and Marketing (Level 3) take?

This programme carries 300 guided learning hours and a total qualification time of 600 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 …

Can I enrol now, and when do I pay?

Enrolment is open, so you can apply online today. Nothing is paid at application: payment is taken only after you accept an offer. The current fee is on the qualification page at dataaischool.com, or ask us and we will tell you.

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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