

NACC APPLIED AI DIGITAL MARKETING

COURSE OUTLINE

The course consists of 12 subjects

- Digital Marketing Fundamentals
- Artificial Intelligence Literacy
- Social Media Marketing Strategies
- Writing Digital Media Content
- Influencer Marketing Fundamentals
- Large Language Model Literacy
- Strategic Web Design & eCommerce
- UX/UI Design Fundamentals
- Search Engine Optimization
- Pay-Per-Click Advertising
- Big Data Analytics and Reporting
- Artificial Intelligence Marketing



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Career Colleges Ontario



National Association of
Career Colleges (NACC)

Total Number of
Hours:

480 Theory + 520 Practical
= 1000 Total Hrs.

PROGRAM SUMMARY

The NACC Applied AI Digital Marketing prepares students to leverage Artificial Intelligence to create, manage, and optimize modern digital marketing campaigns. Through hands-on training in AI-powered content creation, social media marketing, search engine optimization (SEO), pay-per-click (PPC) advertising, web design, eCommerce, big data analytics, and large language models (LLMs), students will develop the practical skills needed to drive customer engagement, improve marketing performance, and make data-informed business decisions in today's digital economy.

CAREER OPPORTUNITIES

Graduates of the NACC Applied AI Program in Digital Marketing will be prepared for careers such as Digital Marketing Specialist, Social Media Coordinator, SEO/SEM Specialist, Content Marketing Specialist, PPC Campaign Coordinator, eCommerce Specialist, Marketing Analytics Coordinator, Digital Content Creator, UX/UI Assistant, Marketing Communications Coordinator, and AI Marketing Specialist. The program also equips entrepreneurs and marketing professionals with AI-driven skills to enhance customer experiences, automate marketing processes, and support digital transformation across organizations.



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