

GLOBAL  
BRAND  
ACADEMY

# AI-Infused Content Marketing: From Concept to Execution



## Course Synopsis

In today's AI-driven marketplace, marketing professionals need to master both traditional campaign management principles and emerging artificial intelligence tools. This comprehensive SkillsFuture Singapore-accredited program equips learners with the essential skills to design, execute, and optimize marketing campaigns that leverage AI technologies for enhanced effectiveness.

Through 16 hours of interactive learning, participants will develop proficiency in campaign objective analysis, operational planning, marketing mix optimization, and performance monitoring. The course bridges foundational marketing campaign management with AI-enhanced content strategies, preparing professionals to thrive in the evolving digital marketing landscape.

By combining proven campaign management methodologies with AI-powered insights and tools, learners will transform from basic marketers into strategic campaign managers who can deliver measurable results across multiple channels and platforms.



## Course Details

Course Title:

**AI-Infused Content Marketing: From Concept to Execution**

Course Code:

**TGS-2024051330**

Course Run:

**2 days**

Course Duration:

**16 hours**

Claim Skills Future Credit:

**Please refer to SSG Funding Support section for more details**

Course Fee:

**S\$ 1,000**

*(This is nett fee before funding for Singaporeans, PRs and Singapore based Organisations)*

Mode of Training:

**Classroom Setting**



## Key Learning Outcomes

By the end of this course, learners will be able to:

1. **Analyse Campaign Objectives Effectively** - Utilise campaign objectives to design targeted marketing strategies that resonate with specific audiences and drive business results.
2. **Develop Comprehensive Operational Plans** - Apply operational plan components to create detailed campaign outlines that ensure systematic execution and resource optimization.
3. **Design Strategic Marketing Mix** - Implement marketing mix considerations to create impactful content that aligns with AI-enhanced marketing strategies.
4. **Evaluate Product/Service Suitability** - Assess different product and service types for advertising effectiveness within AI-driven marketing campaigns.
5. **Create Structured Campaign Schedules** - Develop detailed, time-efficient campaign schedules that maximize impact and ensure timely execution.
6. **Execute Pre-Campaign Testing** - Design and implement pre-campaign testing plans to gather critical data for informed decision-making.
7. **Optimise Campaign Performance** - Monitor and refine campaign effectiveness using appropriate performance measures and AI-powered analytics.
8. **Implement Adaptive Strategies** - Gather feedback from multiple stakeholders and adapt strategies based on media platform responses and competitor actions.



## Who Is It For?

This program is built for a wide who want to **reskill, upskill, or pivot into new career opportunities** in the fast-growing digital economy, including:

- **Marketing Executives and Managers** - Enhance your campaign management skills with AI-powered strategies and data-driven decision making.
- **Digital Marketing Professionals** - Integrate AI tools into your existing marketing campaigns to improve targeting and performance measurement.
- **Business Development Teams** - Learn how strategic campaign management supports lead generation and conversion optimisation.
- **PMETs (Professionals, Managers, Executives & Technicians)** - Gain WSQ-recognised qualifications in marketing campaign management enhanced with AI applications.
- **Marketing Coordinators** - Develop systematic approaches to campaign planning, execution, and performance monitoring.
- **Small Business Owners** - Master professional campaign management techniques to compete effectively in AI-driven markets.

Whether you're responsible for campaign planning, execution, or optimisation, this course provides practical, immediately applicable skills aligned with current industry standards.



## Course Format & Duration

**Total Duration:** 16 hours

**Mode:** Interactive classroom training with practical campaign development and AI tool application

**Breakdown:**

- 12 hours facilitated learning sessions
- 3 hours hands-on campaign creation and strategy development
- 1 hour assessment (practical portfolio + written evaluation)



# Course Structure & Curriculum

## Learning Unit 1: Discover Impactful Content Marketing Strategies in the Age of AI

- Understanding campaign objectives and their role in strategy design
- Crafting purpose-driven objectives for target audiences
- Designing operational plans for campaign execution
- Leveraging AI-powered insights for audience discovery

## Learning Unit 2: Define Impactful Content and Copywriting Formulas in the Age of AI

- Implementing marketing mix considerations for content creation
- Using AI to enhance marketing mix effectiveness
- Evaluating product/service suitability for different advertising approaches
- Developing AI-driven content strategy frameworks

## Learning Unit 3: Develop Strategic Campaigns

- Creating detailed, structured campaign schedules
- Designing pre-campaign testing methodologies
- Using AI data analysis for campaign optimisation
- Structuring timelines for maximum impact

## Learning Unit 4: Distribute Successful Campaigns

- Executing campaigns in alignment with marketing strategies and budgets
- Utilising pre-campaign testing data for strategy refinement
- Monitoring campaign performance using appropriate metrics
- Real-time optimisation with AI-driven insights

## Learning Unit 5: Drive Adaptive Strategies

- Analyzing campaign evaluation data for future improvements
- Gathering comprehensive stakeholder feedback
- Adapting strategies based on media platform and competitor responses
- Implementing continuous improvement processes



## Why Choose This Course?

- **WSQ-Accredited** - Eligible for SkillsFuture funding and recognised industry certification under Technical Skills & Competencies RET-PCM-3005-1.1
- **AI-Enhanced Learning** - Integrate artificial intelligence tools with proven marketing campaign management principles
- **Practical Application** - Develop real campaign materials and strategies you can implement immediately
- **Industry-Aligned Curriculum** - Content mapped to current marketing campaign management competencies and industry needs
- **Expert Instruction** - Learn from experienced marketing professionals with real-world campaign management expertise
- **Comprehensive Skill Development** - Master both strategic planning and tactical execution of marketing campaigns
- **Performance-Focused** - Emphasis on measurable results and continuous improvement methodologies



### Get certified in Marketing Campaign Management with AI Integration.

Master the systematic approach to creating, executing, and optimising campaigns that deliver measurable business results in the digital age.



# COURSE FEES AND SSG FUNDING SUPPORT

## Self Sponsored

|                  |  |  |
|------------------|--|--|
| Classification   | Singapore Citizens (SCs) and Permanent Residents (PRs) | Singapore Citizens (SCs) Aged 40 and Above |
| Course Fee / Pax | S\$1000 with 50% Funding = S\$ 500                     | S\$1000 with 70% Funding = S\$300          |

- Eligible for SkillsFuture Credit if available

## Corporate Sponsored

|                  |                                  |                                  |
|------------------|----------------------------------|----------------------------------|
| Classification   | SME (SCs & PRs)                  | NON- SME (SCs & PRs)             |
| Course Fee / Pax | S\$1000 with 70% Funding = \$300 | S\$1000 with 50% Funding = \$500 |

*SME: Company registered or incorporated in Singapore AND employment size of not more than 200 or with annual sales turnover of not more than \$100 million*

- Eligible for Absentee Payroll Funding if available
- \$4.50 per training hour capped at \$100,000 per enterprise per calendar year
- Eligible for SkillsFuture Enterprise Credit (SFEC) if available

In order to enjoy the funding, learners need to note and also fulfil the following requirements:

- Note the funding may change based on regulatory change. Please check with us or SSG.
- All final funding subject to SSG approval.
- Singapore Citizens or Permanent Residents (PR) of Singapore
- Attain at least 75% course attendance
- Successfully complete assessment and certified as competent



# WHY LEARN WITH THE GLOBAL BRAND ACADEMY?

- **Methodologies are based on real-life industry experiences**

The Global Brand Academy is part of The Brand Theatre Worldwide, a branding and marketing consulting firm with over 40 years of experience in the industry, helped 1000 brands, in over 40 countries. The methodologies are based on industry practices and strenuous trial and error activities to find the best strategies in Digital Marketing.

- **Case Study-based lessons**

The Global Brand Academy uses case studies from their experiences to demonstrate strategies and tactics. This enables the learner to have real-life exposure to the industry that they are revolving in and easier to apply later.

- **Experience in cross industry and cross segment**

The Global Brand Academy has been helping organisations and individuals for over 40 years now. We have been exposed to various industries with different challenges and business models allowing us to experience multiple set ups. This allows us to come up with the best strategies and learning solutions appropriate for their businesses and challenges.

- **Led by a Global Thought Leader**

One of the key strengths of The Global Brand Academy is that it is led by a global industry practitioner. With his expertise in the market of more than 2 decades, Dr. Jerome Joseph brings in expertise based from experience and real life application.

## CLIENTS WHO HAVE ATTENDED OUR TRAINING PROGRAMMES



**LEARN MORE**

**For more information and support, you may contact:**

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**General Enquiries**

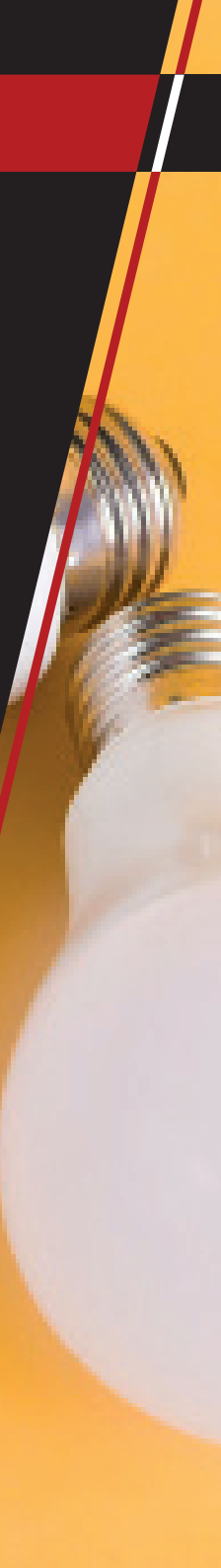
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# GLOBAL BRAND ACADEMY

Creating Branded People

Brand Strategy

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