COURSE SYLLABUS

AI Marketing Bootcamp

Create portfolio projects across digital marketing, social media, and analytics, dig into modern AI marketing workflows, and build live web applications that show off your marketing and technical skills.

Group classes (Live Online) and onsite training are available for this course. For more information, email corporate@nobledesktop.com or visit: https://www.careercenters.com/certificates/ai-marketing-bootcamp



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Course Outline

This package includes these courses

- SEO Bootcamp (12 Hours)
- Google Ads Bootcamp (12 Hours)
- Google Analytics Bootcamp (12 Hours)
- Instagram Marketing (12 Hours)
- Facebook Marketing (12 Hours)
- LinkedIn Marketing (6 Hours)
- Social Media Content Marketing: Blogs & Twitter (6 Hours)
- AI for Marketing (18 Hours)
- AI Coding Bootcamp with Claude Code (60 Hours)
- AI Marketing Portfolio Development (60 Hours)
- Digital Marketing Strategy & Web Fundamentals (6 Hours)
- Content Marketing Bootcamp (6 Hours)
- Email Marketing Bootcamp (6 Hours)
- TikTok Marketing (6 Hours)
- Social Media Industry & Portfolio (18 Hours)
- Streaming for Social Media (6 Hours)

SEO Bootcamp

Search Engine Optimization (SEO) is a critical marketing skill in today's digital world. Ranking in the search engines is key to growing your business and this SEO training will teach you how to do this effectively. Good SEO not only grows your brand's recognition but helps maintain its relevance in an increasingly competitive digital landscape.

In this two-day bootcamp, learn the fundamentals of SEO and get ahead of your competition with hands-on training in search engine optimization.

Google Ads Bootcamp

Master Google Ads with hands-on training in this 2-day bootcamp. Familiarize yourself with paid search, learn how to build out campaigns in Google Ads, and develop advanced strategies for Google Ads to get ahead of your competition.

Google Analytics Bootcamp

Learn how to use Google Analytics and leverage the data available to inform business decisions. Get familiarized with the tool, understand the KPIs to track, navigate the various reports available, and more in this hands-on bootcamp.

Instagram Marketing

- Develop digital marketing strategies for Instagram
- Learn how to build, target, and convert leads
- Master paid and organic marketing techniques

Facebook Marketing

- Learn how to create and manage successful Facebook ad campaigns
- Master setting up business pages, leveraging Facebook groups, and creating targeted ads
- Use conversion tracking, audience targeting, and Facebook Pixels to ensure that you earn a high return on your advertising budget

LinkedIn Marketing

- Develop business-based social media strategies
- Use LinkedIn for prospecting and promoting your business
- Learn how to advertise and track analytics

Social Media Content Marketing: Blogs & Twitter

- Learn content strategy for blogging and other writing-based social media
- Build a brand identity and engage with your target audience
- Master X (formerly known as Twitter) marketing

AI for Marketing

- Leverage AI-driven strategy in your marketing campaigns
- Integrate AI into SEO, SEM, content, advertising, and analytics
- Measure the real-world impact of your AI marketing efforts
- Complete a capstone project to showcase your work

AI Coding Bootcamp with Claude Code

- Use Claude Code confidently for real development tasks and multi-step coding workflows
- Prompt and steer AI effectively using context setting, Plan Mode, review, and recovery techniques
- Work with Git and GitHub for version control, branching, pull requests, and code review

- Understand modern web development fundamentals including HTML, CSS, JavaScript, APIs, frontend, and backend concepts
- Build full-stack applications with Next.js, databases, authentication, and external APIs
- Debug, test, secure, and deploy production-ready applications to the live web

AI Marketing Portfolio Development

Build projects like a campaign brief generator, a marketing ops dashboard, an AI campaign studio, an SEO content workbench, a lifecycle email builder, or a paid ads campaign app.

- Take a marketing web application from first plan to final launch using AI coding tools
- Build three portfolio-ready projects shaped around your own goals and interests
- Wire apps into a hosted database so brand kits, leads, and campaigns stick around
- Bring in AI features that generate briefs, copy, imagery, and content at scale
- Craft responsive, accessible interfaces complete with dashboards, builders, and live previews
- Tap into third-party APIs and services like email platforms, model providers, and webhooks
- Lock down user and client data with security, authentication, and role-based access
- Ship a finished app with environment variables, a custom domain, and launch-ready polish

Digital Marketing Strategy & Web Fundamentals

Learn how to create a successful digital marketing strategy and optimize your business's website to reach your target audience. This accelerated course covers topics such as identifying your goals and audience, optimizing your website for conversion, and developing a value proposition.

- Key skills needed to increase traffic to a website, generate leads and get sales
- How to develop a digital marketing strategy
- Essential elements every website should have to increase conversions
- How to turn leads into sales
- How to analyze your marketing to improve your return on investment

Content Marketing Bootcamp

This course offers a comprehensive exploration of content marketing, covering topics such as content creation, promotion, and measurement. Gain valuable insights and learn the best practices for effectively utilizing content creation to promote your brand in this accelerated class.

- Learn actionable content marketing strategies to attract and engage your target audience
- Develop an understanding of content curation techniques and industry best practices
- Create a strategic plan to promote, track, and optimize your content performance
- Analyze key metrics to measure content effectiveness and refine campaigns
- Explore tools and workflows that streamline content creation and distribution

Email Marketing Bootcamp

Discover the ins and outs of email marketing and learn how to optimize your campaigns for maximum success. This short course will provide you with the knowledge and strategies you need to excel in the competitive world of email marketing.

- Build an effective email list
- Design compelling emails
- Find out about the different types of emails & how to create them
- Optimize open rates & click through rates with A/B testing
- Build an email marketing strategy that works for you

TikTok Marketing

Learn how to use TikTok for video-based marketing campaigns and create attention-grabbing content that drives sales and builds your following. This accelerated workshop explores the commercial side of TikTok and helps students develop a marketing strategy that works for them.

- Learn the history of TikTok and its social impact
- Develop a successful social media strategy
- Create visual content that increases engagement and drives sales
- Learn how to gain a following and expand your reach

Social Media Industry & Portfolio

In this capstone course, discover social media marketing opportunities and how to optimize your online presence for job success. Topics include brand research, campaign development, networking strategies for LinkedIn, and more. Prepare for a career in social media management and content creation.

- Learn about earned-first creative thinking
- Develop original ideas and learn how to showcase them in a portfolio
- Optimize your résumé and LinkedIn profile
- Enhance your social media presence

Streaming for Social Media

Discover how to effectively utilize streaming in your social media strategy with this class on OBS for Streaming. Learn how to set up content sources, connect to your streaming accounts, and reach your goals on Twitch, YouTube, and TikTok platforms.

- How to set up OBS for streaming
- How to stream to Twitch and its benefits
- How to stream to YouTube and its benefits
- How to stream to TikTok and its benefits