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**Politécnico  
de Tomar**

Escola Superior de Gestão  
de Tomar

# Postgraduate Course Digital Marketing, Artificial Intelligence and Digital Projects

# Digital Marketing, Artificial Intelligence and Digital Projects

## Introduction and Goals

The digital era requires highly qualified professionals capable of addressing digital innovation, artificial intelligence, and high-impact digital marketing strategies. This Postgraduate Programme was designed to address the challenges and opportunities of the digital ecosystem, which is increasingly driven by data and technology.

With a practical, strategic and up-to-date approach, this 100% online programme combines Digital Marketing, Artificial Intelligence and Digital Projects, equipping professionals with the skills to lead digital transformation within organisations, companies and start-ups.

- To understand the digital ecosystem that supports digital entrepreneurship and online business, driven by creativity, innovation, sustainability and scalability.
- To master AI technologies and tools for digital marketing in e-commerce, marketplaces/online stores, relationship marketing, email marketing and e-CRM.
- To explore how AI technologies and tools can be applied to digital content creation,

marketing automation, e-commerce and data analysis.

- To develop technical and strategic skills to create high-performance digital and multimedia content across videos, images, text, and interactive formats for digital channels.
- To analyse marketplace purchasing, consumption, and usage trends across different business models (B2C/C2C/B2B), product or service types, and operational models.
- To monitor customer experience and intelligent automation through AI-enabled CX/UX tools and frameworks for customer journey mapping.
- To make smarter, data-driven decisions using Big Data, AI analytics, and intelligent dashboards.
- To apply AI to digital marketing and digital business models to improve efficiency and effectiveness across all stages of planning and execution.
- To plan and implement digital projects supported by artificial intelligence.

- To develop integrated 360° strategies that combine digital marketing, AI, and online business models, aimed at defining value propositions for digital projects.

## Recipients

Holders of an academic degree earned in Portugal;

Holders of a foreign higher education academic degree (awarded under the Bologna Process or recognised by the Scientific and Technical Council);

Holders of an academic, scientific, or professional curriculum of recognized merit, acknowledged by the Technical-Scientific Council as qualified to attend this postgraduate program.

## Application

Further information at:

[www.ipt.pt](http://www.ipt.pt)

## Course Curriculum

COURSE UNIT	ECTS
AI-Driven Analytics, Big Data and Marketing Decision-Making	2
Copywriting and Storytelling for Social Media	2
E-Commerce, Marketplaces and Online Stores	2
Innovation and Digital Entrepreneurship	2
AI-Driven Relationship Marketing, Email Marketing and e-CRM	2
AI-Driven Business Models and Business Plans	4
AI-Assisted Digital and Multimedia Content Production	4
Applied Digital Project Using Artificial Intelligence	8
Digital Start-ups, Online Business and Digital KPIs	2
AI Technologies and Tools in Digital Marketing	2
<b>Total</b>	<b>30</b>