

AI Essentials for Marketing Course

Use AI in campaigns, content and research, within brand guidelines, copyright and the AI Act.

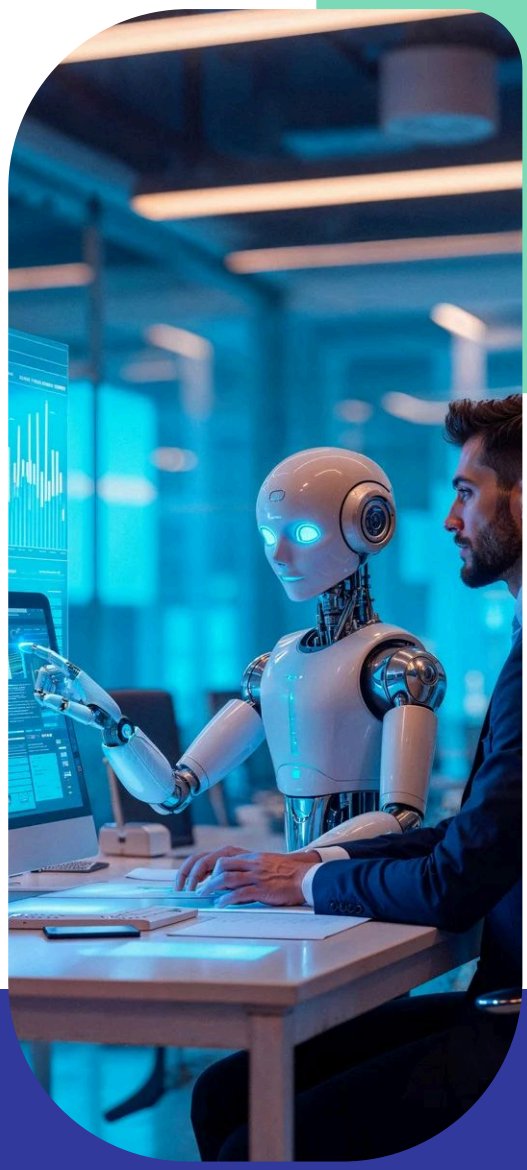
Certificate Course | A46
Duration: 24 hours
Level: Beginner

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WHAT YOU'LL LEARN

- Explain in general terms how large language models work, and name their structural error types.
- Judge which tasks in a campaign lend themselves to AI support, and justify that choice.
- Turn a marketing brief into a reproducible instruction and verify the output systematically.
- Test your own use of AI against brand guidelines, copyright, the GDPR and the AI Act.



COURSE CONTENT

Module 1 — How the technology works
What a large language model does, and the error types that follow from the way it is built.

Module 2 — AI in the marketing process
Which tasks lend themselves to it across content, research and campaign work, and how to write a brief a colleague can repeat.

Module 3 — Where the line is
Brand guidelines, copyright and likeness, the GDPR, and the AI Act including the transparency rules for generated content.

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COURSE CONTENT (CONTINUED)

Module 4 — Final case

You apply the material to your own campaigns and are assessed against a rubric, with written feedback.

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OFFICIAL CERTIFICATE

> This course leads to an official ADA certificate at NLQF level 6, the nationally recognised qualification framework equivalent to a bachelor's degree. Your certificate proves a verified, professional level of knowledge and skills — valued by employers across the Netherlands.

Ready for your next step?
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