CORSEN AI Academy

ChatGPT for Digital Marketing

Course syllabus

Version 2026-11

Overview

This course covers content strategy, SEO, social media, advertising, and marketing automation with ChatGPT.

Learning objectives

- Build a content strategy based on personas and documented market research
- Produce SEO-optimized articles and posts tailored for LinkedIn, Instagram, X, and TikTok
- Write Google Ads and Meta Ads copy, then differentiate them via A/B testing
- Develop an automated editorial calendar fueled by continuous competitive intelligence
- Measure campaign performance and calculate the return on investment of AI-assisted marketing

Audience and prerequisites

Non-technical professionals—executives, managers, marketing, HR, legal—looking to integrate ChatGPT into their daily work.

Prior experience with generative AI is recommended.

Duration and format

Estimated duration : 1 h 45 min. Self-paced course 100% online, accessible 24/7 from a browser. Progress saved, resume anytime. Estimated duration: 1 h 45 min.

Content

- Marketing Strategy with ChatGPT (3 lessons)
- Content Creation (5 lessons)
- Advertising and Acquisition (3 lessons)
- Automation (3 lessons)

Assessment

Practical exercises offered throughout the lessons. Each lesson ends with its Key takeaways, supporting self-assessment. A final quiz of 5 corrected questions, at the end of the last lesson, validates learning.

Accessibility

Self-paced course accessible to people with disabilities: text content compatible with screen readers, keyboard navigation, and compliant contrasts. For any adaptation needs, email hello@corsen.ai.

Price and recognition

Free

Certificate of completion issued by Corsen AI.

Access time

Immediate after account creation and email confirmation.

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