CORSEN AI Academy

Grok for Marketing & Competitive Intelligence

Course syllabus

Version 2026-11

Overview

Competitive intelligence on X/Twitter, mass content creation, and trend analysis in just a few clicks.

Learning objectives

- Build targeted X Search queries by handles, dates, and filters to monitor a market
- Detect buzz, sector trends, and weak signals using automated thematic alerts
- Produce posts, newsletters, and landing pages adapted for each distribution channel
- Generate promotional visuals and videos with Grok Imagine for a marketing campaign
- Analyze sentiment on X and consolidate a competitive report in a dashboard

Audience and prerequisites

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

Prior experience with generative AI is recommended.

Duration and format

Estimated duration : 1 h. 100% online self-paced course, accessible 24/7 via a browser. Progress is saved, allowing you to resume at any time. Estimated duration: 1 h.

Content

- Twitter/X Monitoring (4 lessons)
- Content Creation (4 lessons)
- Analysis (4 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 acquired skills.

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.

Corsen AI — Paris, France — SIRET 10297040700015
academy@corsen.ai — https://academy.corsen.ai