CORSEN AI Academy

Mistral for Marketing and Content Creation

Course syllabus

Version 2026-11

Overview

Use Mistral for digital marketing: Deep Research for monitoring, Canvas for writing, multimodal for visuals and complete workflows. Since May 28, 2026, Le Chat is called Vibe: lessons use the new name.

Learning objectives

- Conduct sector and competitive monitoring with Deep Research and Vibe
- Write email sequences and content calibrated for social media in Canvas
- Optimize editorial content for SEO based on model suggestions
- Leverage multimodal features to analyze visuals, audio files, and marketing documents
- Assemble a complete marketing workflow respecting ethical AI usage rules

Audience and prerequisites

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

No technical prerequisites. A computer, internet connection, and an account on the relevant platform are sufficient.

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

- Research and Monitoring (3 lessons)
- Content Creation (4 lessons)
- Multimodal Marketing (3 lessons)
- Conclusion (2 lessons)

Assessment

Application exercises proposed 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

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