NETWORK RISING · COURSE GUIDE

Digital Marketing With AI



Learn practical digital marketing skills for today’s online world.

Websites · search · content · campaigns · communities · generative AI

A practical, project-led learning path

Build a foundation in digital marketing, practise with industry tools, and use AI to research, create, test, and improve your work.

THE JOURNEY

Learn skills that grow brands online

Follow the full journey—from understanding the digital landscape to creating campaigns and presenting work you can show.

01 UNDERSTAND

Learn how websites, search, content, advertising, email, and communities work together.

02 BUILD

Create websites, landing pages, content plans, campaign assets, and audience strategies.

03 APPLY

Practise with marketing platforms, analytics, and real-world style assignments.

04 IMPROVE WITH AI

Use AI to speed up research and production while checking accuracy and keeping human judgment.

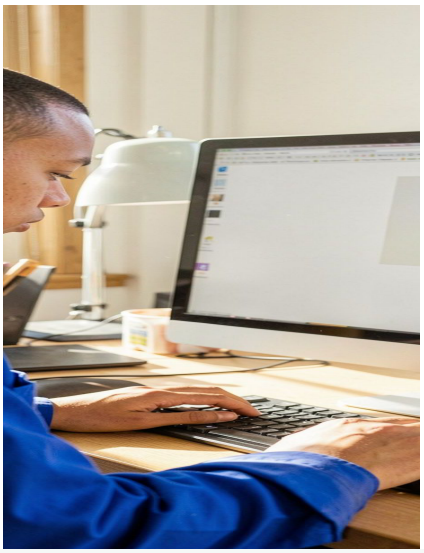
Course at a glance

Duration	Learning format	Learning approach
5–6 months	Recorded lessons and guided practice	Assignments and portfolio projects

MODULES 01–03 · FOUNDATION

Build your digital foundation

Start with the tools and habits that make every campaign stronger. Learn to build a web presence, help people find it, and communicate clearly.



01 Website development

Understand domains, hosting, website structure, landing pages, WordPress, and basic website creation with AI assistance.

02 E-commerce platforms

Explore online store structure and the basics of building a store with Shopify and WordPress/WooCommerce.

03 Search engine optimization (SEO)

Learn keyword research, search intent, on-page SEO, titles and meta descriptions, internal links, technical basics, and Search Console.

04 Content writing

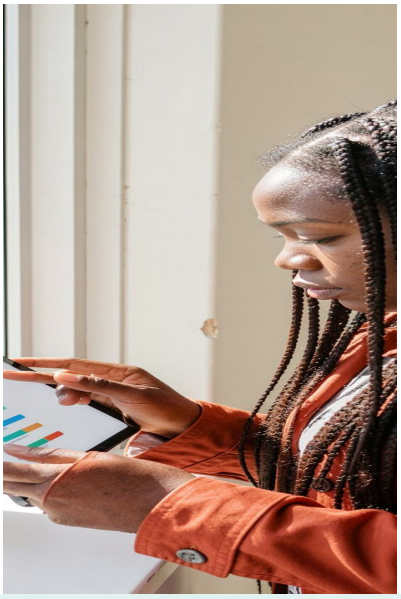
Write useful website copy, blog posts, product descriptions, ad copy, and social captions for a defined audience.

Tools introduced: WordPress · Shopify · Google Search Console · Google Analytics 4 · SEMrush (where available) · ChatGPT

MODULES 04–06 · CHANNELS

Reach the right people on every channel

Choose the right message, format, and follow-up for the platforms where audiences spend time.



Social media marketing

Plan content calendars, create platform-specific posts, understand engagement, and build a consistent brand presence.

Meta Ads

Understand campaign objectives, audiences, budgets, placements, creative formats, testing, and performance reporting in Meta Ads Manager.

Google Ads

Learn the basics of search campaigns, keyword intent, ad copy, campaign structure, and reading results.

Email and WhatsApp marketing

Plan permission-based communication, audience segments, follow-ups, and simple campaigns that bring customers back.

Analytics and reporting

Use GA4 and platform insights to understand traffic, engagement, conversions, and campaign performance.

MODULE 07 · GROWTH

Grow with video, creators, and communities

Make content people want to watch, share, and return to. Connect organic content, creator partnerships, and paid promotion into one plan.

YouTube marketing

Plan channel themes, video ideas, titles, thumbnails, descriptions, and ways to understand audience retention.

Influencer marketing

Identify relevant creators, assess audience fit, prepare campaign briefs, coordinate deliverables, and evaluate results.

Affiliate marketing

Understand affiliate models, partner selection, tracking links, commissions, and basic campaign measurement.

Community and campaign strategy

Bring content, creators, communities, and paid ads together around a clear audience and objective.

MODULE 08 · AI IN DIGITAL MARKETING

Use AI to work smarter—not blindly

Use the right AI tool at the right time. You remain responsible for strategy, accuracy, originality, and the final decision.

01 Research and plan

Summarise research, map customer questions, develop audience personas, analyse competitors, and create campaign outlines.

02 Create and adapt

Draft content, brainstorm concepts, prepare creative briefs, adapt messages for different channels, and build first drafts faster.

03 Optimise and learn

Generate test ideas, review performance patterns, improve content, and turn findings into the next campaign action.

AI tools to explore

ChatGPT · Canva AI · image-generation tools · video-generation tools · AI research assistants · automation tools (tool access and features may vary).

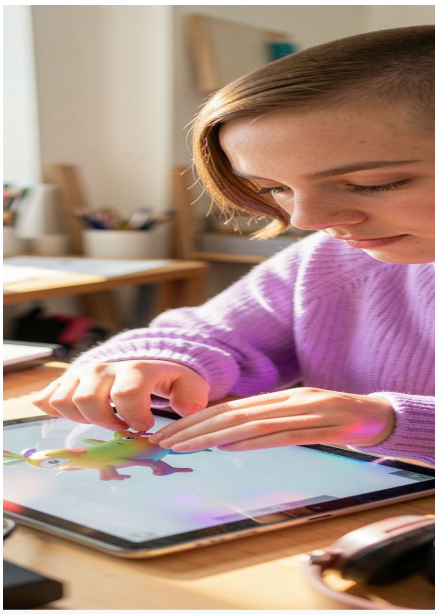
Working principle

AI speeds up parts of the workflow. It does not replace fact-checking, brand understanding, consent, copyright awareness, or human judgment.

GENERATIVE AI · CREATIVE APPLICATIONS

Create more with generative AI

Turn an idea into a useful marketing asset. Learn to guide AI tools, improve their output, and prepare content for a specific audience.



AI content and copy

Create and refine campaign concepts, social captions, blog outlines, product descriptions, and scripts.

AI image creation

Develop visual concepts and draft creative assets while checking brand fit, licensing, and usage rights.

AI video creation

Plan short-form video ideas, scripts, storyboards, subtitles, and edits for social platforms.

AI audio and music

Explore voice, sound, and music tools for creative projects, while checking permissions and commercial-use terms.

AI-powered workflows

Explore simple ways to connect repetitive tasks, organise content production, and improve team efficiency.

PRACTICAL WORK · OUTCOMES

Finish with work you can show

The course should result in evidence of your skills—not just a list of topics completed.

01 Build a website

Create a basic WordPress website or landing page with clear navigation and essential page content.

02 Create an SEO plan

Choose keywords, optimise sample pages, and prepare a simple SEO action plan.

03 Plan a social campaign

Prepare a content calendar, sample posts, and a channel-specific campaign brief.

04 Build an ads campaign plan

Create a mock Google Ads or Meta Ads campaign structure with audience, budget, creative, and objective.

05 Design an influencer campaign

Shortlist creators, write a campaign brief, define deliverables, and choose success metrics.

06 Produce AI-assisted content

Create a small set of campaign assets using AI, then edit and fact-check the final work.

By the end, you should be able to: explain a digital campaign, create core marketing assets, use analytics at a basic level, work with AI responsibly, and present selected projects in a portfolio.

NETWORK RISING

Learn with Network Rising

Practical skills for students, new creators, business owners, and anyone preparing for the digital future.

Digital Marketing With AI combines marketing fundamentals, platform knowledge, practical assignments, and AI-assisted workflows. The aim is to help learners build a foundation they can continue developing through practice.

LEARN

Recorded lessons organised into modules, with learning material shared through Google Classroom.

PRACTISE

Assignments and guided projects that help you apply concepts to realistic marketing tasks.

PREPARE

Guidance on presenting projects, improving a LinkedIn profile, and understanding freelance, business, and entry-level marketing pathways.

COMPLETE

A certificate of participation from Network Rising, subject to course completion requirements.

Where these skills can lead

Freelance projects · supporting a small business · building your own digital venture · preparing for junior digital marketing roles. Outcomes depend on your practice, portfolio, and the opportunities you pursue; employment or income is not guaranteed.

Start with the basics. Build real work. Then use AI to do more.

NETWORK RISING
Digital Marketing With AI · Course Guide