

Specialization

## AI Marketing and Analytics

This specialization develops practical skills in marketing analytics, AI tools, and search optimization to measure performance and support data-driven marketing decisions. The AI Marketing and Analytics specialization consists of one prerequisite course and three required courses.

**Total Units:** 6 (not including prerequisite course)

### Learning Outcomes

- Understand the role of AI in modern marketing analysis and strategy.
- Apply analytics platforms to measure customer engagement and campaign success.
- Leverage SEO, SEM, and AEO practices to improve visibility and performance.



Courses may have prerequisites; review the course page before enrolling. A checkmark indicates the course is typically offered during that term. \*

### Prerequisite Course

2 Units | 1 Course

COURSE NAME & NUMBER	UNITS	FALL	WINTER	SPRING	SUMMER
Customer-Driven Marketing: Principles and Practice MKTG.X400	2.0	✓	✓	✓	✓

### Required Courses

6 Units | 3 Courses

COURSE NAME & NUMBER	UNITS	FALL	WINTER	SPRING	SUMMER
Search and AI Engine Optimization (SEO, SEM, AEO) MKTG.X410	2.0	✓		✓	
Applied Web, Mobile and AI Analytics MKTG.X412	2.0				✓
AI Applications and Tools for Marketers MKTG.X420	2.0	✓		✓	

### Completion Review

Once all certificate requirements have been met and your final grades are posted, please access your Student Portal to enroll in the "[Specialization in AI Marketing and Analytics Completion Fee](#)" to begin the review process. Please allow 5-8 weeks to receive your certificate.