

Course Code: **M1804**

# Agentic AI for Digital Marketing and Advertising

## COURSE INFORMATION

**Sessions**  
2 days**Duration**  
15 hrs**Level**  
Beginner**Assessment**  
NA

### VENUE

**Address:** 3/5 Esan Close, College Estate, Off Oko Oloyun Street, Off Isheri-Igando Expressway, Igando Lagos, Nigeria 100216.

## WHAT'S THIS COURSE ABOUT

Topic 1: Foundations of Agentic AI for Marketing

What Agentic AI is and how it transforms digital marketing

Architecture of an autonomous marketing pipeline

Designing goal-driven marketing agents

Tool stack overview (LLMs, APIs, scraping tools, image/video generators, schedulers)

Data flow from research -> content -> campaign -> optimization

Brand voice, compliance, and AI guardrails

Topic 2: Automated Trend Discovery & Viral Content Research

Building an AI pipeline to search the internet for trending...

## COURSE FEE

Full Fee NGN 170,000.00

## CERTIFICATION

- **Certificate of Completion from Tertiary Courses** - Upon meeting at least 75% attendance and passing the assessment(s), participants will receive a Certificate of Completion from Tertiary Courses.

## REGISTRATION

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<https://www.tertiarycourses.com.ng/agenic-ai-for-digital-marketing-and-advertising.html>



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## SUPPORT

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