## ↳ *Artificial intelligence*

- Art of prompting
- Introduction to generative engine optimization
- Introduction to AI in marketing tasks
- Content and website optimization for AI answers

**Artificial intelligence** is rapidly transforming the way marketers work, boosting effectiveness and productivity across campaigns. UBA offers courses covering both the practical side and the legal and regulatory frameworks, so you can harness AI to **empower yourself** and **build trust with your audience**.

## ↳ *Data & technology*

- Google Analytics 4
- Fundamentals of performance marketing
- First-party data strategy
- Fundamentals of data collaboration

## ↳ *Skills*

- Persuasion
- Change Management
- LEGO® SERIOUS PLAY®
- Communicate with impact
- Negotiation skills
- Creative problem solving

## ↳ *Marketing effectiveness*

- From guesswork to growth: how MMM transforms your strategy
- Media & Creativity
- UBA Effectiveness Certification Program

Your brand is more than a logo or a campaign. It is a mental anchor, an emotional connection and a strategic asset. **Learn how to drive success** by building a culture of effectiveness that prioritises meaningful KPIs and measurable results, **with the power of the brand** at its core.

## ↳ *Brand Strategy*

- Mastering customer experience management (advanced)
- A winning promotion strategy
- Brand activation strategy
- Business plan effectiveness: OGSM Basics
- Business plan effectiveness: OGSM Advanced

## ↳ *Employer branding*

- Employer marketing

## ↳ *E-commerce & sales*

- Instore communication
- Optimising the performance of your webshop
- Build an effective strategic sales plan
- Masterful presentations

## ↳ *Research & Insights*

- The core principles of value based pricing
- Visual nudging in marketing and communication

## ↳ *Media*

- Media Strategy: from objectives to impact
- Powering brands through Publishing: strategy, trust & impact
- Total Audio Advertising
- Total Video Advertising
- Out-of-Home advertising in the age of data & AI

## ↳ *Content*

- Customerproof copy evaluation
- Introduction to copywriting models
- Elevating brands on LinkedIn
- Influencer Marketing: from brief to payout
- Fundamentals in (transmedia) storytelling for brands
- Introduction to copywriting models
- Email marketing strategy
- Content marketing strategy

**Discover the full range of courses on the UBA website ↘**

↳ www.ubabelgium.be