

↳ *Artificial intelligence*

- Introduction to Generative Engine Optimisation
- Introduction to AI for marketing tasks
- Implementing AI in teams and organisations
- Introduction to image generation with AI
- Introduction to automated and agentic AI
- AI for content creating process
- Responsible AI for advertisers

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**.

↳ *Brand Strategy*

- Building a responsible business reputation that lasts
- Increase your sponsorship impact
- Crisis management and communication
- Five golden learnings for ROI in marketing
- Driving sustainable business growth
- From influence to impact: How to build an effective public affairs strategy
- Beyond awareness: Turning intention into action
- Boosting brand growth in a changing landscape

↳ *Trusted brands*

- Responsible AI for advertisers
- Data governance in marketing
- Rethinking media: How diversity drives stronger brands

In a rapidly changing world, brand trust is no longer a nice-to-have, but an absolute prerequisite for sustainable and profitable growth. Brands that **embrace transparency, responsibility and inclusion** build stronger consumer relationships and sharpen their competitive edge. **Learn how to build brands that help shape the future and reap the rewards.**

↳ *Marketing effectiveness*

- Mastering communication and media for brand effectiveness
- Measuring and reporting marketing communication effects
- Fundamentals to be effective in media

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.

↳ *Data & technology*

- Fundamentals of CRM strategy
- Data governance in marketing

↳ *Media*

- Rethinking media: How diversity drives stronger brands
- From prompt to action: Agentic AI for media strategy

↳ *Agency*

- Getting the best from your media agency
- Agency brief

↳ *E-commerce & Sales*

- Navigating retail sales channels through a customer journey lens
- Fuel your brand with category management thinking

↳ *Research & Insights*

- Introduction to neuromarketing for creative effectiveness
- Marketing research fundamentals
- From broad acquisition to deep high-value-customer cultivation

↳ *Content*

- Content marketing strategy
- Influencer marketing
- The art of prompting in marketing
- Legal aspects of AI in content creation and advertising
- Introduction to social media strategy
- Content distribution strategy

↳ *Skills*

- Innovation: Keys to success
- Storytelling in presentations
- Selling ideas
- Negotiation skills
- Ideation & brainstorming techniques
- Mediatraining: Tips & tricks

↳ www.ubabelgium.be

↳ *Employer branding*

- The secret to a strong company culture