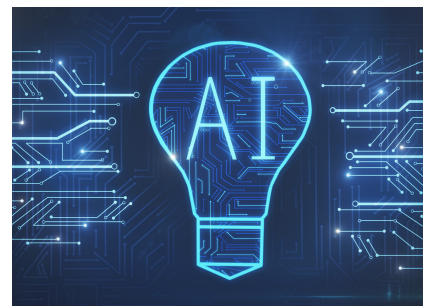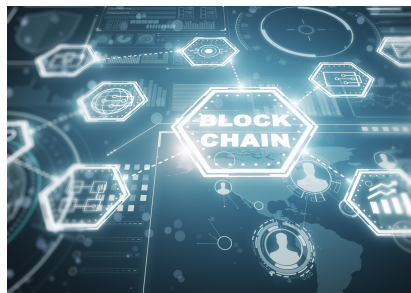# THE DIGITAL MARKETING ASSOCIATION

Award in Emerging Technologies for Business

Distance Learning / Online Program

Artificial Intelligence - Extended Reality (VR / AR / MR)
Internet of Things - 5G - Blockchain- Predictive Analytics

Influence the Future with Smart Business Skills

Based on the content taught at Imperial College London

Overview

As the Fourth Industrial Revolution changes the way we interact, work and live. The business world is evolving rapidly through the use of digital marketing, mobile and social media seeking new ways to reach target audiences on a global scale. Emerging Technologies like Artificial Intelligence (AI), Extended Reality (XR) including Virtual Reality (VR), Augmented Reality (AR) and Mixed Reality (MR), 5G, Blockchain and the Internet of Things (IoT) offer businesses the unique opportunity to differentiate in a highly competitive brand market by creating immersive personalised experiences for their customers that are data driven through smart analytics.

This course will give an overview of the current trends and technologies that are likely to affect the marketing world and delve into tools and techniques that can be used to utilise them within the core development of strategic marketing of the business using a hands-on approach.

Course Objectives

• Identify current trends in technology and assess the impact of new technologies in business.
• Analyse the use of tools and techniques for new technologies and their applications.
• Evaluate strategies that utilise new technologies.
• Understand the impact of immersive experiences on the customer journey.
• Assess opportunities for implementing emerging technologies to digital marketing strategies.
• Assess the use of emerging technologies in various industries on a global level.
• Develop a plan for implementation of new technologies in business environments.
• Assess the implications on privacy and security and the impact on society.

Learning Outcomes

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"The professionals that will lead the businesses of tomorrow, are not just skilled in Digital, they are Technology and Innovation focused!"
Dr. Marialena Zinopoulou, Lecturer in Emerging Technologies at Imperial College London

Delegate Profile

This course is open to anyone who is working or interested in working in a business environment that aims better understanding of how Emerging Technologies can impact and improve marketing efforts and strategies. The ideal delegate for this Diploma will have a passion for digital marketing and technology, inspired by the opportunities offered by the Fourth Industrial Revolution, with a creative and entrepreneurial flair. You do not need to have prior knowledge of digital, statistics, analytics or robotics or marketing, although all all beneficial and overviews are given to help with better understanding of the technologies and how they can be applied in business.

Course Structure

Below is the outline of the course structure and topics covered. The course will cover all areas of Emerging Technology in a hands on engaging and interactive way.

Lecture 1	Lecture 3	Lecture 5	Lecture 7	Lecture 9
Emerging Technology Landscape	Virtual Technologies (XR/ VR)	Mobile Technology, 5G	Artificial Intelligence (AI)	Implementing Emerging Technologies

Lecture 2	Lecture 4	Lecture 6	Lecture 8	Lecture 10
Internet of Things & Smart Cities	Augmented Reality (AR/ MR) and Interactive Experiences	The Fintech Industry, Blockchain, Privacy and Security	Emerging Analytics and Automation	Implementing Emerging Technologies

Lecturers

Dr Marialena Zinopoulou: PhD in Emerging Technologies and Immersive Learning Environments. Currently a lecturer and teaching fellow at several universities, academic program developer and chief executive at the Digital Marketing Association merging technology in marketing and business. Previously Director of Education at the Communication Advertising and Marketing Foundation at CIM.

Dr Andreas Martina - He has a PhD in Virtual Reality - Virtual Heritage: New Technologies for Edutainment. Currently working as Virtual Reality and Digital Technologies Specialist at Virtual Engineering Centre. His slides were engaging and marketing focused with many relevant applications of virtual marketing campaigns and included a demonstration of how to use a free Augmented Reality application.

Dr Stylianos Kampakis - He has a PhD in Machine Learning. Currently: CEO at Tesseact Academy, Data Science Advisor at London Business School, Chief Data Scientist and Head of Tekenomics and Research Fellow at UCL Centre for Blockchain Technologies. Member of the Royal Statistical Society - He gave a lecture on Blockchain in Business applications. He gave all the students a free copy of his book "A decision makers handbook to data science"

The Digital Marketing Association

This course is certified by the Digital Marketing Association. The DMA is a not-for-profit organization offering membership and education programs in Digital Marketing and Emerging Technologies globally. We offer the Digital Marketing Programs of the with the University of California Irvine (UCI) Extension and our courses are offered through colleges and universities worldwide.

Course Syllabus Outline

Below are the key topics covered in each of the Lectures.

Lecture 1: The New Technologies Landscape

- Gartner Hype Cycle
- The Rise of Technology
- Key technologies that are Emerging
- Trends and Insights for Businesses and Organizations
- Digital Business and Partnerships
- Technology in Industries

Lecture 2: The Internet of Things & Smart Cities

- IoT Analytics
- Internet of Things and Big Data
- Smart Objects and Spaces / Intelligent Things

Lecture 3: Technology for Immersive Experiences

- Virtual Reality
- Creating Immersive Experiences
- Virtual Environments and Digital Twins
- Profiling the Customer for Immersive Concepts

Lecture 4: Augmented Reality and Interactive Experiences

- Augmented Reality
- Mixed Reality in Business
- Marketing Applications of AR/MR
- Immersive Technologies in Action

Lecture 5: Mobile Technology - 5G

- Innovation in Mobile
- Mobile Smart Integration
- Smart Application & Gamification
- 5G technology
- Mobile and Personalisation
- Cloud to Edge

Course Syllabus Outline

Lecture 6: The Fintech Industry, Blockchain, Privacy and Security

- Define key features of Blockchain technology
- Assess how Blockchain works for Cryptocurrencies
- Evaluate Privacy and Security concerns for implementation
- Appraise existing guidelines for security and privacy
- Identify opportunities in Crowdfunding

Lecture 7: Artificial Intelligence in Business

- Artificial Intelligence Principles
- The AI powered Marketing Insights
- Intelligent Things and Systems
- Chatbots and Application of Virtual Assistants

Lecture 8: Emerging Analytics, Visualization and Automation

- Tools and Techniques for Web 4.0
- Big Data and Analytics
- Visualization of Data

Lecture 9: Implementing Emerging Technologies

- Researching Industry Insights
- The customer journey and Emerging Technologies
- Identifying opportunities for implementation
- Utilizing Emerging Technologies through Social Media
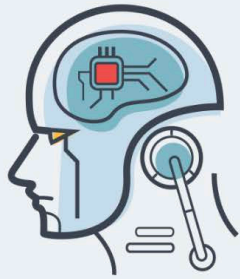
Lecture 10: Implementing Emerging Technologies

- Planning and Implementation Techniques
- Budgets and Resources
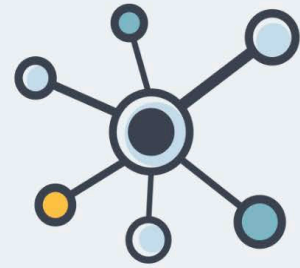- Project Presentations
- Q&A Discussion

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Artificial Intelligence

Virtual Reality

Internet of Things

Prepare to lead the Business World
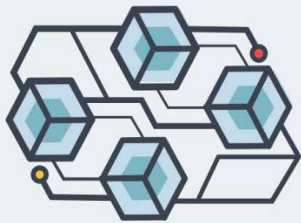
Block Chain
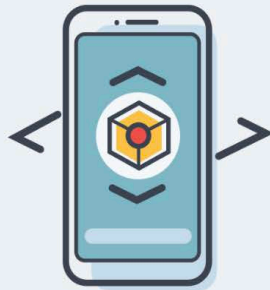
Augmented Reality

5G

Register online:

https://dmaglobal.com/education/emerging-technologies
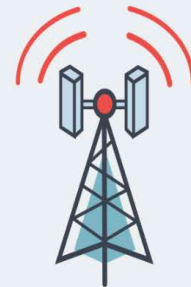
Contact us

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