

AI+ Microsoft 365 Copilot Marketing Specialty

Duration: 08 hours

Course Overview

The AI+ Microsoft 365 Copilot Marketing Specialty certification equips professionals with the skills to leverage Microsoft 365 Copilot in enhancing marketing strategies. This certification focuses on integrating AI tools within marketing workflows to streamline processes, optimize customer interactions, and drive measurable results. It covers the key features of Microsoft 365 Copilot, including data-driven insights, content generation, and workflow automation. Professionals will gain expertise in using AI to elevate marketing campaigns, improve productivity, and ensure effective decision-making. This certification demonstrates proficiency in harnessing the power of AI for innovative and efficient marketing solutions.

Prerequisites

- **Basic Understanding of AI Tools:** Familiarity with AI concepts and applications.
- **Proficiency in Microsoft 365:** Knowledge of core Microsoft 365 tools and functionalities.
- **Marketing Fundamentals:** Understanding of core marketing principles and strategies.
- **Data Analysis Skills:** Ability to interpret and analyze marketing data.
- **Content Creation Experience:** Familiarity with creating digital content for marketing.

Course Agenda

Module 1: Introduction to Microsoft 365 Copilot & AI in Marketing

- The Rise of AI in Marketing
- Meet Microsoft 365 Copilot for Marketing:
- Copilot & Microsoft Graph: Secure Brand and Data Integration
- Intro to Responsible AI in Marketing:
- Case Study: Pulse Creative Agency

Module 2: Core Copilot Skills for Marketing

- Introduction to Microsoft 365 Copilot
- Creating Ad Copy and Campaign Messages
- Campaign Presentation Design
- Blog & Social Media Content Creation
- Case Study: BrandHive

Module 3: Advanced Copilot Applications in Marketing

- Generating A/B Testing Variations
- Personalized Email Campaigns
- Using Copilot for Market Trend Analysis:
- Case Study: FreshWave Foods:

Module 4: Copilot Studio Agent for Marketing

- Introduction to Copilot Studio
- Designing a Content Request Agent
- Building a Brand Guidelines Q&A Agent
- Case Study

Module 5: Optimizing Copilot in Marketing

- Prompt Refinement for Tone and Messaging:
- Integrating Copilot with Analytics Dashboards
- Case Study: AdSphere

Module 6: Responsible AI with Copilot — Policy, Safety & Trust

- Principles in Practice
- Data Protection & Compliance
- Bias, Hallucination & Human Oversight
- Operationalizing Responsible AI

Module 7: Capstone Project — End-to-End Marketing with Copilot

- Introduction and Aim of the Capstone
- Project Overview and Learning Objectives
- Tools Used
- Detailed Step-by-Step Hands-On Guide