NANYANG TECHNOLOGICAL UNIVERSITY SINGAPORE

NTU Academy for Professional and Continuing Education



(SCTP) ADVANCED PROFESSIONAL CERTIFICATE FOR AI-FIRST INTEGRATED MARKETING STRATEGISTS

Gain practical skills in AI-enabled consumer insights, Generative Engine Optimisation (GEO), brand visibility, and integrated marketing strategies to build trust and drive growth in the digital age.

LEARN MORE

Programme Mode

Part-time: 4 months

44% of workforce skills are projected to change by 2030, with AI adoption accelerating across the sector.

(Source: World Economic Forum's Future of Jobs Report 2025)

Programme Fee

Fee before funding: $$19,620 (GST inclusive)

*The following are applicable:

- Up to 70% - 95% SWDA Funding
- SkillsFuture (Mid-Career) Credit top-up: $4,000
- SkillFuture Mid-Career Training Allowance

*Terms & Conditions apply

Venue

- NTU @ One North
- Virtual learning

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https://www.ntu.edu.sg/pace

NTU PACE

Company Registration No: 200604393R

Programme Modules

AI Consumer Behaviour and Decision Making

Explore zero-click discovery patterns and the emotional, cognitive, and cultural drivers shaping consumer behaviour in Asia. Learners will analyse AI-mediated consumer journeys and identify where brands gain or lose visibility, trust, and consideration.

From SEO to GEO: How AI Inteprets Brands

Learn the fundamentals of Generative Engine Optimisation (GEO), analyse brand representation in AI systems, and develop strategies to improve visibility and accuracy across AI-driven discovery channels.

Brand Signal Systems and Trust Infrastructure

Examine how AI and consumers evaluate brands through identity, trust, proof, and experience signals, and apply practical frameworks to strengthen brand credibility, consistency, and visibility across digital ecosystems.

AI-Enabled Insight, Content and Activation Systems

Leverage AI to analyse consumer motivations, build scalable content systems, and activate strategies across digital channels, with a focus on integration, performance, and business impact.

Capstone: AI-Driven Marketing Strategy and ROI Planning

Learners will develop an AI-enabled marketing strategy that applies consumer insights, trust frameworks, and activation planning to improve visibility, trust, and business performance, with a focus on measurement and implementation.

Unlock Your Future Role

- Marketing Manager
- Digital/Performance Marketing Manager
- E-commerce/ Marketplace Manager
- Consumer Insights Lead
- Integrated Marketing/ Growth Manager
- Brand Strategist

Unsure if this programme is right for you?

Book a session with our in-house career consultants.

Developing AI-First Marketing Strategists for the Future