

Mini Master Digital Marketing & Artificial Intelligence

Premium CPD Programme

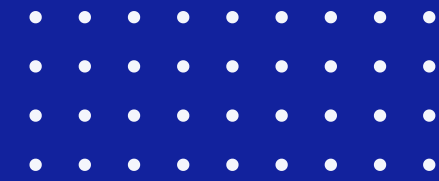
Certified by Cambridge Education College (UK)
CEC-CR-24-96

Scholarships
Available!

Guided by Global Industry Advisory Champions, including:



Getting Started



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Who We Are

At Serotonin College of Britannia, we offer diverse programmes designed to equip students with the skills and knowledge needed to succeed in business, digital marketing, healthcare, and global development. By combining practical experience with expert guidance, we prepare learners to excel in their careers and make a positive impact.



MISSION

Empowering futures through education by providing diverse programmes that equip students with essential skills for success in business, healthcare, global development, and more.



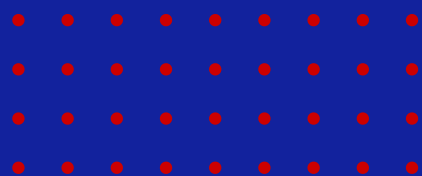
VISION

To be a leading global institution that prepares students to tackle real-world challenges, excel in their careers, and make a positive impact in their communities.



VALUES

Innovation
Quality
Student-centricity
Integrity



What you could become after this programme?



AI Digital Marketing
Expert



AI Social Media
Manager



AI Content Marketing
Specialist



AI Digital Marketing
Consultant

OR

**LAUNCH YOUR OWN AI-
DRIVEN BUSINESS TODAY!**

IN WEEKS – NOT YEARS!



WHY CHOOSE US?



LIVE, ONLINE & INTERACTIVE

Learn directly from industry experts with real-time Q&A, discussions, and feedback.



FLEXIBLE SCHEDULING

Weekend and weekday options designed for working professionals and busy learners.



TWO PATHWAYS

Choose between
a 9-week intensive (72 hours) or
a 1-week accelerated (30 hours) programme.



CAREER-FOCUSED

Graduate with a CPD-accredited certificate, an employer-ready portfolio, and the skills to land roles or grow your business.



FUTURE-READY SKILLS

Master AI-driven digital marketing that employers want today.



HOLISTIC & HIGH QUALITY

Discover skills, insights, and confidence you didn't know you had, and use them to transform your career.



BORDERLESS OPPORTUNITIES

Learn here, work and grow anywhere.



FLEXIBLE GROWTH

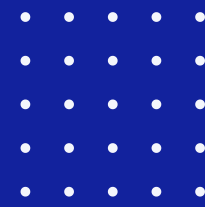
Designed for beginners, professionals, and entrepreneurs.

Entry Requirements

The Serotonin College of Britannia Mini Master in Digital Marketing & AI Advertising is aimed at marketing professionals or anyone looking to move into digital marketing, including:

- Marketers looking to upskill
- Recent graduates wanting to enter the digital marketing field
- Entrepreneurs and small business owners

There are no formal academic prerequisites, making this course suitable for anyone working in marketing, business, IT, media, entrepreneurship, or anyone seeking to advance their career in digital marketing with a focus on AI.



BASIC COMPUTER SKILLS



GOOD COMMAND OF ENGLISH



WILLINGNESS TO PRACTICE SKILLS



OPENNESS TO CREATIVITY AND INNOVATION



Select Your Pathway



Pathway 1 (10 Weeks, 72 hours)

Structured, in-depth, with mentorship, fieldwork, and portfolio creation.



Pathway 2 (1 Week, 30 hours)

Accelerated, intensive bootcamp covering essentials with hands-on labs.

Our affordable, all-round digital marketing programme delivers more value than any course you've ever heard about

Both pathways are CPD-accredited, delivered online and live, and designed for real-world application.

Pathway 1 (10 weeks, 72 hours)

Module 1: The Foundations: Digital Marketing, Branding & AI

Module 2: Web Design, SEM, CRO, SEO & GEO, UX/UI, & AI

Module 3: Social Media Strategy, Analytics, Paid Ads & AI Targeting

Module 4: Marketing Strategy, Google Analytics 4 (GA4), Planning & AI Project Management

Module 5: PPC Advertising, Budgeting & AI Optimisation

Mid-Term Project

Apply key skills from the first five modules to a real-world case or client brief."

Module 6: Marketing Automation, Email, CRM, & AI Businesses Ideas

Module 7: AI Risks, Legal Compliance, GDPR & Cybersecurity

Module 8: Sales Techniques, Crisis Communication & AI Decision Support

Module 9: Leadership, Innovation & Professional Growth in Digital Marketing

Module 10: Visual Content Creation, Canva, AI Video Marketing & Design Essentials

Final Project

Apply skills from all ten modules to a real-world case or client brief, integrating digital marketing, AI tools, and strategy.

**YOU WILL HAVE
12 HOURS OF
EXPERT
CONSULTATION**

Pathway 2 (1 week, 30 hours)



DAY 1

The Foundations: Digital Marketing, Branding & AI



DAY 2

Web Design, SEM, CRO, SEO & GEO, UX/UI, & AI



DAY 3

Social Media Strategy, Paid Ads & AI Targeting



DAY 4

Marketing Automation, Email, CRM, & AI Businesses Ideas



DAY 5

AI Risks, Legal Compliance, GDPR & Cybersecurity



6 HOURS OF EXPERT CONSULTATION

Get expert feedback on a portfolio, website, or case study



Criteria for Awarding Serotonin College of Britannia

SCHOLARSHIPS

Partial Scholarship (25–50% Tuition Waiver)

To be eligible for the scholarship, you must meet at least three of the following criteria:

- Low-income households (Less than £18,000 per year)
- Learners with disabilities
- BAME (Black, Asian, and Minority Ethnic)
- Unemployed or seeking first employment
- Learners on Universal Credit or similar benefits

Full Scholarship (100% Tuition Waiver)

Applicants must first meet the Partial Scholarship criteria, plus demonstrate additional excellence in the following areas:

- Genuine financial hardship preventing full tuition payment
- Outstanding professional accomplishments or leadership experience
- Clear, compelling personal statement (1500 words) showing vision and impact



- **FULFILL THE REQUESTED ADMINISTRATIVE REQUIREMENTS**
- **NOT CURRENTLY RECEIVING SIMILAR SCHOLARSHIPS**

PRICING PACKAGE

The world is moving faster than ever. Ideas, strategies, products, and services are constantly evolving. This programme ensures you're not just keeping up, but staying ahead. Whether you're launching a business, building a career, or upgrading your leadership skills, our pathways prepare you to thrive in the digital-first, AI-powered era.

Pathway 1

£1790

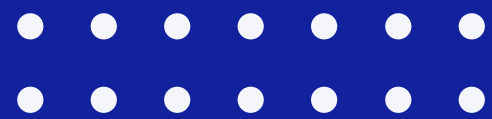
- Comprehensive coverage of digital marketing and generative AI.
- In-depth learning with fieldwork projects and hands-on labs.
- Weekly live sessions with interactive case studies and discussions.
- Personalised mentorship and career coaching throughout.
- Professional portfolio creation with employer-ready deliverables.
- Access to networking events, alumni community, and expert Q&A.

Pathway 2

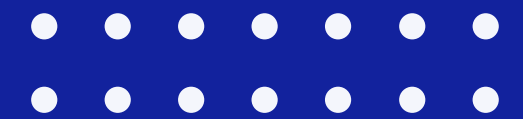
£890

- Intensive bootcamp-style delivery for maximum focus.
- Daily live workshops covering core areas: SEO, ads, content, analytics.
- AI toolkits integrated into every module.
- Mini project to practice skills with real-world application.
- CPD certification upon completion.
- Access to recordings, templates, and resources for 3 months.

Special Corporate Offer



We provide tailored Digital Marketing, AI & Mini MBA training programmes designed to meet your company's specific needs & timeframe.



WHAT'S INCLUDED

- Customised curriculum aligned with your business goals
- Flexible delivery: online, live, or blended learning
- High-quality training with practical, hands-on projects
- Ongoing support and consultation from industry experts

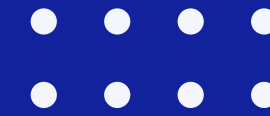
ELIGIBILITY CRITERIA

- Open to companies of all sizes
- Minimum of 3 staff members to qualify for a special quotation
- Commitment to complete the programme within the agreed timeframe

BENEFITS

- Upskill your team in AI-driven digital marketing
- Enhance business performance and strategy with actionable insights
- Boost employee engagement and retention
- Special corporate pricing and packages available

Contact Us and Next Steps



SCHEDULE A CONSULTATION

Take the first step by scheduling a consultation with our team. We'll discuss your business needs and how we can help.

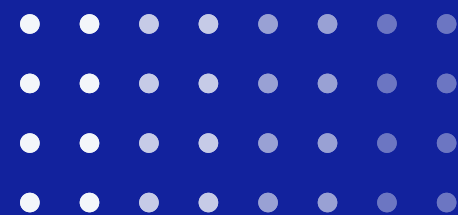
REQUEST A PROPOSAL

If you're ready to move forward, our team will provide a tailored proposal outlining our recommended solutions and pricing.

GET IN TOUCH

Have questions or need more information? Don't hesitate to reach out to us via phone, or our email.





YOUR FUTURE CAREER IS WAITING.

**CHOOSE YOUR PATHWAY AND BECOME
THE MARKETER EVERY BUSINESS NEEDS**

Contact Us

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