



Certified Digital Marketing Manager (AI)

100% free with a **Bildungsgutschein** from the Arbeitsagentur

FOCUS

TOP
ANBIETER FÜR
WEITERBILDUNG
2026

XDi
Experience Design
Institut

FOCUS.DE/BUSINESS

Discover the world of digital marketing

Qualify in this digital marketing course as a Certified Online Marketing Manager (AI). Study online at your own pace with mentor support, and develop expertise in online & performance marketing, content marketing, SEO, SEA, social media marketing and creative content with AI. Launch your career with excellent earning potential.

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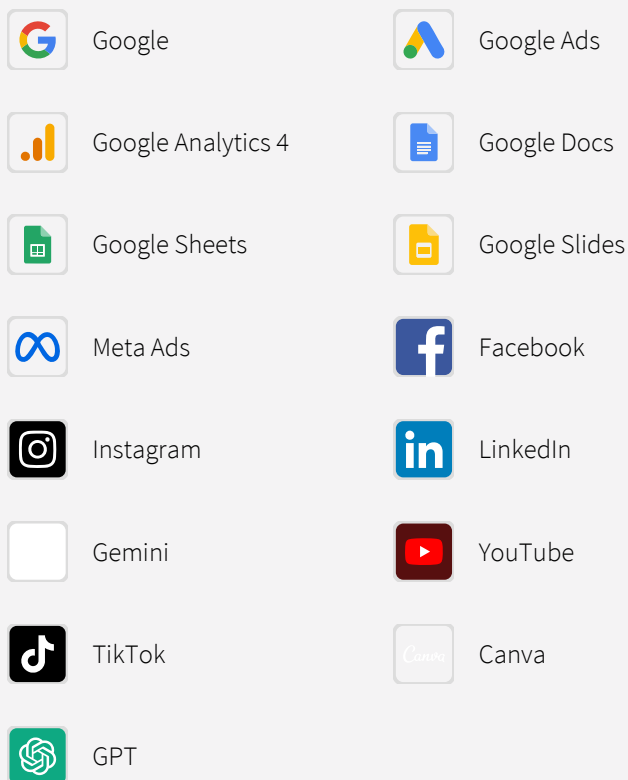
An overview of your career

Learn at your own pace with this digital marketing-bootcamp fully online and flexible, whenever and wherever it suits you. Design your learning journey and advance at a rhythm that matches your lifestyle. Acquire in-demand, practical skills in online & performance marketing, content marketing, SEO, SEA, social media marketing and creative content with AI. Learn 1-on-1 with an experienced mentor, accompanied by your personal study advisor and our career coaches. Make yourself job-ready and secure a future-proof job.

Skills you'll master

- Digital Marketing with AI
- Customer Journey
- Branding, UX & Creative Experience
- AI-supported Content Production
- SEO, GEO, Community & Performance Marketing with AI
- SEA & Google Analytics
- Paid Social Campaigns
- CRM, Lifecycle Automation & Workflows

Tools, techniques & methods




Details of your course

 **Format**
Guided E-Learning

 **Duration**
Vollzeit: 3,5 Monate
Teilzeit: 7 Monate
Berufsbegleitend: 12 Monate

 **Start**
Wöchentlich, immer montags

 **Scope**
Vollzeit: 30-40 h / Woche
Teilzeit: 10-20 h / Woche
Berufsbegleitend: 2-4 h / Woche

 **Languages**
English
German

Benefits of our Guided E-Learning boot-camps



Learn anytime, anywhere

Tailor your professional development to your preferences, schedule and lifestyle. Learn anytime, anywhere and at your own pace.



Personal mentoring via video meetings

Book an appointment at any time with your mentor, who will accompany you on your learning and career path and provide you with personal support.



Job-ready practice in real-world projects

Our courses are based on practical, industry-specific scenarios and teach practical skills that can be directly applied in your professional life.



University-level multimedia content

You will benefit from interactive content at university level. You can expect comprehensive articles, videos, quizzes and practical exercises that bring the theory to life.



Interactive live sessions with industry experts

Take part in interactive live workshops with industry experts to dynamically review and deepen your understanding of the learning content covered.



Career services for your new job

With application training, career consultations and our active job placement service, we help you on your way to your new job.

Learn how it suits you

...just like you enjoy it!



Full-time

Want to immerse yourself fully in digital marketing? Then take part in our full-time intensive course.

- Qualification in 3,5 Monaten
- Learn full-time flexibly
- 30-40 Stunden per Woche



Part-time

Do you have a part-time job, children or other commitments? Then take the digital marketing-course part-time.

- Qualification in 7 Monaten
- Learn part-time flexibly
- 10-20 Stunden per Woche



While working

Do you have a full-time job and hardly any time to study during the day? Then study alongside your job, in the evenings or at weekends.

- Qualification in 12 Monaten
- Study online alongside your job
- 2-4 Stunden per Woche

Satisfaction guarantee

Try it for 14 days

Feel free to try the course risk-free for up to 14 days from the start date. If it doesn't meet your expectations, you may cancel your enrollment at no additional cost.



Our course is suitable for the following people



Unemployed & job seekers

You are unemployed or seeking work, eligible for a Bildungsgutschein, and want to use this time to qualify for a new job as a Online Marketing Manager.



Career changers and professionals switching fields

You are a professional from another industry and want to become a Online Marketing Manager to advance your career, grow, and seize new opportunities.



Employees at risk of unemployment

You are an employee at a company affected by structural change, your job is at risk, and you need training to secure your position.



New employees & career starters

You have just started a job in a new work environment and lack the relevant skills to meet the job's demands and work productively.



Aspiring Online Marketing Managers

You are a Online Marketing Manager and want to expand your knowledge in digital marketing and advance your career.



Graduates and students

You have recently graduated or are still studying and want to enhance your academic qualifications with practical, industry-relevant skills.

Your career prospects and job opportunities

Take the next step in your career

Secure a job in one of the fastest-growing professions in the technology industry. Acquire in-depth knowledge in Customer Journey, SEO & GEO, Paid Social Media Ads, CRM Automation, and Google Analytics. Develop exactly the skills you need for a career as Online Marketing Manager. Secure an attractive, well-paid job with a future in the IT industry.

€ 49.500

Average annual salary

1100

Average monthly job offers

+10%

Estimated employment growth by 2030

Top 10

Estimated employment growth by 2030



Project based learning

Hands-on practice. Capstone project.

Recognized portfolio that stands

Through project-based learning, we ensure a holistic, active, and sustainable approach to skill development that bridges theory and practice and optimally prepares learners for real-world challenges.

Our courses primarily focus on developing the skills that are essential for professional success and personal growth. Theory and practice complement each other, and participants are actively involved in the learning process.



Project with assignments and real-world case studies

Start your professional development and work on a real-world project! Tackle realistic tasks that will perfectly prepare you for your future job.



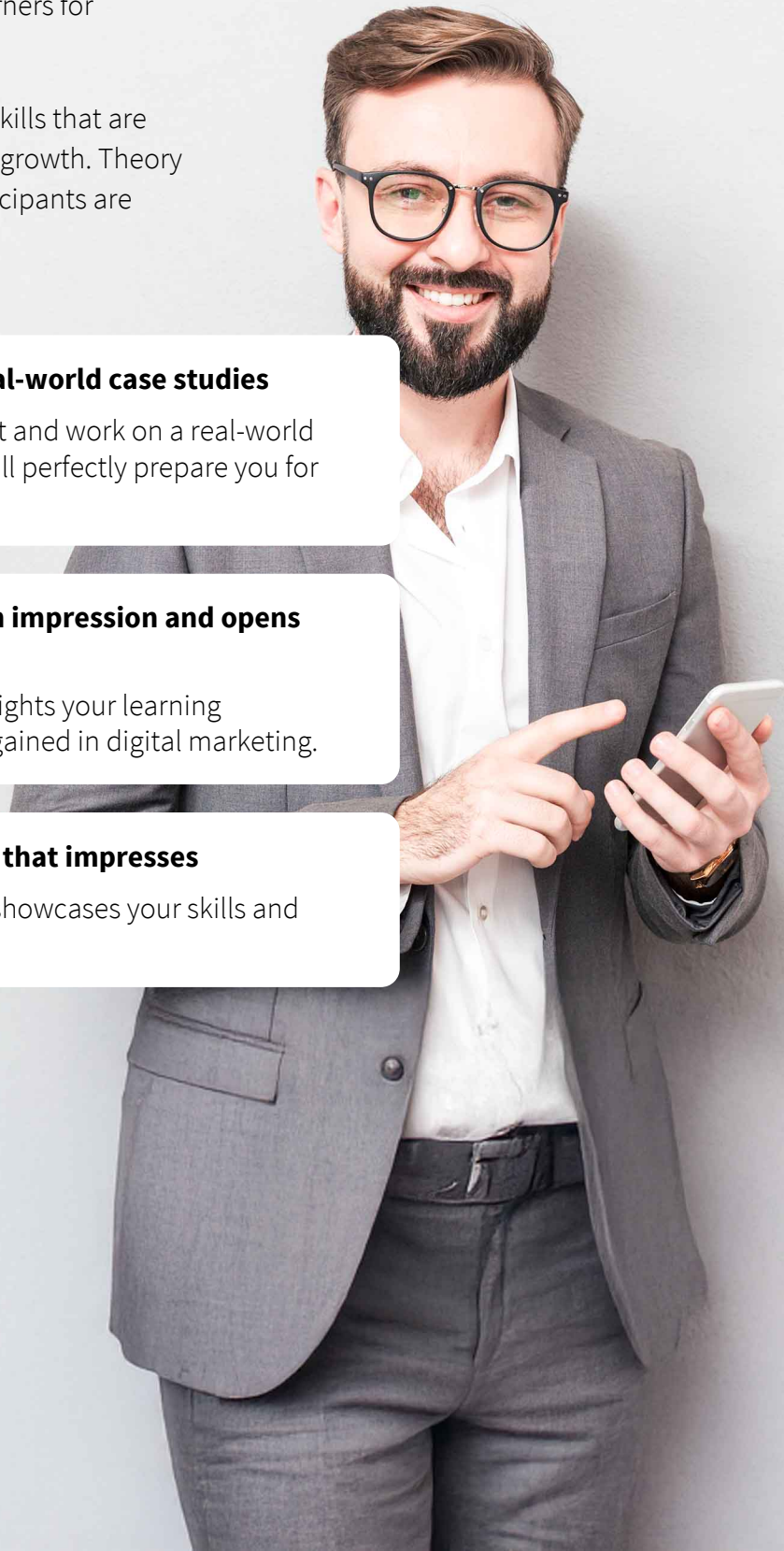
A capstone project that makes an impression and opens doors

Create a capstone project that highlights your learning achievements and the skills you've gained in digital marketing.



An industry-recognized portfolio that impresses

Create an impressive portfolio that showcases your skills and opens doors with hiring managers.



CURRICULUM

What you will learn

Hands-on education in the skills of the future

In this digital marketing course, you will acquire the most important skills based on a curriculum designed by industry experts. The digital marketing training includes industry-validated, interactive content at a university level and extensive hands-on experience in real projects. You will build a portfolio and complete the program with a capstone project.



Module 1

Digital Marketing Fundamentals, Customer Journey & AI

This module teaches the fundamentals of digital marketing and organizes key disciplines along the funnel and customer journey. Participants will develop a realistic understanding of their role as T-shaped marketers and receive a thorough introduction to the responsible use of AI in marketing.

Core Skills

Marketing Basics

Customer Journey

Advertising Psychology

Basic Understanding of AI

Learning Outcomes

You will learn :

- Explain and classify central disciplines of digital marketing
- Apply funnel and customer journey concepts
- Analyze the differences between B2B and B2C marketing
- Assess the applications, limits and risks of AI

Content

- Role Model of the T-Shaped Marketer
- Marketing Funnel & ZMOT
- Personas as Hypotheses
- Advertising Psychology & FAST Framework
- Market & Competitor Analysis
- AI-Basics & Human-in-the-Loop

Module 2

Branding, UX & Creative Experience Design

This module demonstrates how brand identity, user experience, and conversion logic work together. Participants learn to think of brands as a consistent system and to design digital experiences that are user-centered, high-performing, and accessible.

Core Skills

Branding Basics

UX Design Principles

Conversion Design

Accessibility Basics

Learning Outcomes

You will learn:

- Analyze the brand core and positioning
- Describe the relationship between brand, campaign, and asset
- Structure conversion-relevant landing pages
- Classify performance, conversion, and accessibility principles

Content

- Brand Core & Brand Identity
- Storytelling & Campaign Logic
- Landingpages & Message Match
- Mobile-First & Core Web Vitals
- Conversion Optimization (CRO)
- Accessibility & Responsible Design

Module 3

AI-Supported Content Production, Social Storytelling & Media Ethics

This module provides a structured approach to AI-powered content production. Participants will learn how to efficiently plan, create, review, and publish content tailored to specific platforms—while adhering to legal and ethical guidelines.

Core Skills

AI Content Processes

Storytelling Methods

Prompting

Media Ethics

Learning Outcomes

You will learn:

- Structure AI content processes
- Use and evaluate prompts in a targeted manner
- Distinguish between and apply storytelling formats
- Classify legal and ethical requirements
- Edit and approve AI texts
- Understand platform specifics & creator storytelling

Content

- AI Content Workflows

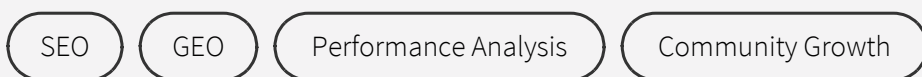
- Prompt Frameworks
- Text, Image & Video Storytelling
- Content Engine & Repurposing
- Media Ethics & Governance

Module 4

Organic Growth – SEO, GEO, Community & Performance

This module focuses on organic growth through search engines, AI response systems, and communities. Participants will understand SEO not as a technical skill, but as a strategic, user-centered process.

Core Skills



Learning Outcomes

You will learn:

- Classify keyword and topic research
- Understand on-page optimization as a process
- Analyze community and reputation signals
- Classify the measurability of organic measures

Content

- Keyword & Topic Research
- On-Page Optimization
- Website-Performance & CWV
- GEO & AI-Search
- Community & UGC
- First-Party Data & Measurability

Module 5

Paid Performance, SEA & Paid Social

This module covers the fundamentals of paid marketing channels. Participants will learn to plan, structure, and evaluate paid campaigns throughout the funnel based on KPIs.

Core Skills

Paid Marketing

Campaign Logic

KPI Understanding

Learning Outcomes

You will learn:

- Differentiate and classify paid channels
- Structure campaigns along the funnel
- Evaluate KPIs and performance signals
- Critically analyze paid measures
- Classify target groups on paid platforms
- Evaluate ad landing page fit

Content

- SEA Basics
- Paid Social Logic
- Funnel-Based Campaigns
- Budget & KPI logic
- Performance Assessment
- Audience Targeting
- Ad Landingpage Fit
- E-Commerce & Retail Media
- Affiliate & Partner-Marketing

Module 6

CRM, Lifecycle Automation & AI-Workflows

This module deals with CRM as a strategic control tool. Participants learn how to structure customer relationships along the lifecycle and how to use automations sensibly.

Core Skills

CRM Understanding

Lifecycle Management

Automation Logic

Learning Outcomes

You will learn:

- Define lifecycle phases
- Understand CRM Logics
- Planning automations workflows
- Classify AI support in CRM
- Classify data protection & consent in the CRM

Content

- CRM Basics
- Customer Lifecycle
- Marketing Automation
- Segmentation
- AI-Powered Workflows
- E-Mail Fundamentals & Deliverability
- GDPR, Consent & Data Ethics

Module 7

Data, Analytics & Experimentation

This module provides a data-informed understanding of marketing. Participants learn to interpret data, formulate hypotheses, and evaluate experiments in a structured way.

Core Skills

Data Analysis

Experiment Design

KPI Assessment

Learning Outcomes

You will learn:

- Classify marketing data
- Interpreting KPIs
- Plan A/B tests
- Critically evaluate results
- Classify data protection & consent in the CRM
- Building a measurement plan
- Prepare dashboards for stakeholders
- Justifying MarTech decisions
- Classify AI-powered marketing strategy

Content

- Measure, Test, Iterate
- Measurement Plan & North Star Metrics
- Tracking & Privacy-by-Design
- QA & Data Quality
- Dashboards & Data Storytelling
- Experimentation & A/B Testing
- MarTech Stack & TCO
- AI-powered Marketing Strategy

Module 8

Capstone Project

In the Capstone Project, participants apply all the knowledge they have acquired to a real-world marketing scenario. The project is documented and serves as a meaningful demonstration of achievement.

Core Skills

Strategic Thinking

Project Work

Presentation

Learning Outcomes

You will learn:

- Develop your own marketing concept
- Derive measures in a justified manner
- Document results in a structured way
- Reflect on decisions

Content

- Project Definition
- Concept & Measures
- Analysis & Reflection

Human-centered learning

in an online learning environment

Online, but not alone. Our proven, human-centered approach guarantees you ongoing support and a dedicated team to guide you every step of the way.



Superb learning outcomes

Start with great mentors

Our mentors will guide you every step of the way on your learning journey with experience, expertise, and a genuine commitment to your success. After all, learning is always easier when you have people who believe in you.



Personal 1-on-1 mentoring

Receive personalized feedback and tailored support from industry experts during regular video calls.



Review and Support

From portfolio reviews to interview coaching: our mentors will help you get ready for the job.



Structured support

Week after week, your mentor will help you stay on track, grow, and reach your goals.



Valuable feedback

From individual project tasks to your final assignment, your mentor will provide you with feedback on your practical work.

Career services

for you and your future

With our career services, we guide you through the entire professional development, from onboarding to successful completion and beyond. We support you from your first career goal to signing your contract with personalized coaching, practical support, and smart tools. We ensure that you're ready for the job market and connect you with interesting employers.



Academic advising

Our academic advisors are here to offer you guidance and support, and will help you overcome any challenges that come your way.



Job application training

You'll benefit from free job application training tailored to the needs of employers.



Career advice sessions

We offer free career counseling sessions with experienced HR managers to provide you with personalized advice.



Career coaching

Our career coaches will support you from the very start of the course and provide you with the best possible preparation for your professional career.

Funding & financing

There are many ways for you to take advantage of our subsidized training programs. Below, we have compiled all the relevant information about the available funding options that you can use to participate in our training programs.



Bildungsgutschein

00,00€

100% funding with an AZA-V-certified education voucher



Self-payers

One-time payment

6.270 €



Monthly payment

One-time payment before the course starts

2.630 €

Monthly payment

1.980 €

Bildungsgutschein

100% funded professional development

Take advantage of training or retraining funded through a Bildungsgutschein from the Agentur für Arbeit! You get the chance to gain specific skills and seize new career opportunities. All further training costs are covered by the Agentur für Arbeit or the Jobcenter.

A Bildungsgutschein allows you to participate in training programs free of charge. These are financed by the Agentur für Arbeit or the Jobcenter to support residents in Germany to upskill and improve their professional qualifications.

Maßnahmenummer

Full-time: 955/196/2025

Here's how to get your Bildungsgutschein

1 Consultation

Make an appointment at your local Agentur für Arbeit.

2 Bootcamp

Choose an XDi course of your choice.

3 Course offer

Request a quote for the course of your choice.

4 Application

Submit an application and your course offering.

5 Registration

Register and submit the education voucher.

Qualifizierungschancengesetz

For job seekers and employees

At a time when technologies are constantly evolving, and the world of work is transforming, companies need to invest in professional development and upskilling of their employees. This ensures they are prepared for the challenges of the future and enables organizations to successfully navigate the digital transformation.



Benefit from XDi

XDi focuses on new, interactive teaching and learning formats based on the latest findings in brain research. Our motto is “learning by doing”; participants in our training programs learn to apply relevant methods and techniques through practical exercises in realistic projects, with the support of a personal mentor.



Officially recognized certificate

Upon completion of the training program, you will receive the „Online Marketing Manager“ certificate from the XDi – Experience Design Institute. The certificate is recognized by German UPA, the Interaction Design Foundation, and UXPA, and has earned an international reputation.



Top salary & career opportunities

More jobs require more knowledge. Many of our students achieved positive results after attending our seminars.



Digital Marketing Manager

plans, manages and analyses digital marketing campaigns

Up to **49.500€**

Social Media Manager

manages content and campaigns on social media

Up to **40.200€**

Content Manager

manages content strategy, planning and creation

Up to **37.600€**

SEO Expert

optimises websites for search engines and increases visibility

Up to **42.400€**

SEA/SEM Expert

manages search engine advertising and optimises digital ads

Up to **41.800€**

Performance Marketer

analyses and optimises digital marketing performance

Up to **53.600€**

See for yourself!

Show more →



Alexandra Dzitko

As a true veteran in marketing, I've witnessed many developments and have always been on the lookout for the next big leap. The [Digital Marketing Manager](#) training confirmed my existing knowledge and provided me with valuable new insights. Although many things in marketing change, one thing remains constant: people love stories and good design. This training has helped me channel my creativity effectively to inspire people in a lasting way.



Anastasiia Rydannykh

The [Certified Digital Marketing Manager](#) course was extremely informative and motivating! The content was presented clearly and understandably, and I was able to apply what I learned immediately. I especially appreciated the practical approach and the interactive format. I now feel much more confident in my field! Thank you for this valuable experience!



5/5

Google



4,5/5

Trustpilot



4,9/5

Kursfinder



4,7/5

Career
Karma



4,9/5

Course
Report



4,7/5

SwitchUp

Our references

These companies are training their workforce with us and recruiting our students.

[See all our references →](#)

adidas

Allianz 

amazon 

 **ATRUVIA**



 **Bayer**

 **BOSCH**

DAIMLER

Deloitte.

 **BAHN**

Deutsche Bank 

Dr. Becker  Klinikgruppe

Dräger

e.on

fielmann



BOSS
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SUPER 

 **Telefónica**

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Government-approved and **100% eligible** for funding. Get some advice on how to get everything you need for the Federal Employment Agency.



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**Learn today
for the world of tomorrow**

Contact

✉ intouch@xd-i.com

☎ +49 30 5200 1310

🕒 Mo. - Fr. 08:00 - 17:00 Uhr

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