



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](https://focus.de/business)

Discover the world of digital marketing

Become a certified Online Marketing Manager with our Certified Digital Marketing Manager (AI) training program. Learn online through a combination of live classes with industry experts and flexible self-study. Build skills in online & performance marketing, content marketing, SEO, SEA, social media marketing and creative content with AI. Secure a lucrative job with an attractive salary and earn a state-recognized certificate of completion.

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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-powered content production
- Social Storytelling & Media Ethics
- SEO, GEO, Community & Performance Marketing with AI
- SEA & Google Analytics
- Paid Social Campaigns
- CRM, Lifecycle Automation & Workflows

Tools, techniques & methods



Google



Google Ads



Google Analytics 4



Meta Ads



Facebook



Instagram



LinkedIn



YouTube



TikTok



Canva



Buffer



AI-Tools



ChatGPT



Gemini



Ubersuggest



GlockApps



HubSpot



CRM & Automation

Details of your course



Format

Live Online Training &
E-Learning Selbststudium



Duration

Vollzeit: 4,5 Monate
Teilzeit: 9 Monate



Start

12.10.2026
19.10.2026
09.11.2026



Scope

Vollzeit: 35 h / Woche
Teilzeit: 17,5 h / Woche



Languages

English
German

Benefits of our Live Online Training & E-Learning Selbststudium bootcamps



Interaktive Live Trainings mit Branchenexperten

Du nimmst an interaktiven Live Workshops mit Branchenexperten teil – so lernst du direkt vom Experten und erzielst nachhaltige Lernerfolge.



Job-ready Praxis in realen Projekten

Lerne mithilfe realer, branchenspezifischer Szenarien und erwerbe praxisnahe Fähigkeiten, die du unmittelbar im Job einsetzen kannst.



Unbegrenzter Zugang zu multimedialen Inhalten

Du profitierst von interaktiven Inhalten auf Hochschulebene! Wir vermitteln lebendiges Wissen mit Artikeln, Videos, Quizze und praxisnahe Übungen.



Jederzeit und von überall lernen

Passe deine Weiterbildung deinem Lebensstil an. Lerne online jederzeit und von überall. Laptop und Internetanschluss reichen aus.



Karriereservices für deinen neuen Job

Mit Bewerbungstrainings, Karrieresprechstunden und unserer aktiven Jobvermittlung helfen wir dir auf dem Weg zu deinem neuen Job.



Vollzeit

Du willst voll und ganz in digital marketing eintauchen? Dann nimm an unserem Intensivkurs in Vollzeit teil.

- Abschluss in 4,5 Monaten
- Vollzeit online lernen
- 35 Stunden per Woche



Teilzeit

Du hast einen Halbtagsjob, Kinder oder anderweitige Verpflichtungen? Dann absolviere den digital marketing-Kurs in Teilzeit.

- Abschluss in 9 Monaten
- Teilzeit online lernen
- 17,5 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



Arbeitslose oder Arbeitssuchende

Du bist arbeitslos oder arbeitssuchend, hast Anspruch auf einen Bildungsgutschein und willst die Zeit nutzen, um dich für einen neuen Job als Online Marketing Manager zu qualifizieren.



Quereinsteiger und Berufsumsteiger

Du bist eine branchenfremde, berufstätige Fachkraft und möchtest Online Marketing Manager werden, um dich beruflich zu verändern, zu wachsen und neue Chancen zu nutzen.



Von Arbeitslosigkeit bedrohte Angestellte

Du bist Mitarbeiter eines Unternehmens im Strukturwandel und dein Job ist in Gefahr. Mit einer kostenlosen Weiterbildung über den Bildungsgutschein nach dem Qualifizierungschancengesetz kannst du dich gezielt qualifizieren und deinen Arbeitsplatz sichern.



Fachkräfte & Spezialisten

Du bist Spezialist in deiner Disziplin, möchtest dein Fachwissen ausbauen, dich zertifizieren lassen oder dich optimal auf eine Zertifikatsprüfung vorbereiten.



Absolventen und Studierende

Du hast kürzlich dein Studium abgeschlossen oder studierst noch und willst deine akademischen Qualifikationen durch praktische, branchenrelevante Fähigkeiten erweitern.



Interessierte Personen

Du interessierst dich für digital marketing und möchtest die praktische Anwendung von Online Marketing Manager-Tools für persönliche oder berufliche Zwecke kennenlernen.

Die perfekte Mischung

für deinen Lernerfolg

Du profitierst von einer perfekten Mischung aus Live Trainings mit erfahrenen Trainern, hochwertigen E-Learning-Inhalten auf Hochschulebene und einer Community für Austausch und Zusammenarbeit.



Tägliche Live Trainings

- Tägliche Termine
- 35 Stunden per Woche
- 09:00 - 16:00



E-Learning

- Multimediale Inhalte
- Selbstbestimmt lernen
- Jederzeit und überall



Karrierservices

- Bewerbungstraining
- Karrierecoaching
- Jobvermittlung



Community

- Unbegrenzter Zugang
- Austausch & Zusammenarbeit
- Kollegen & Gleichgesinnte

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.

€ 39.000

Average annual salary

1.100

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

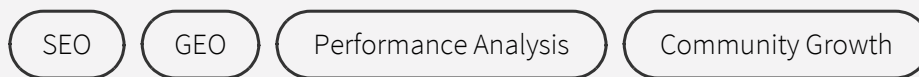
- Prompt Frameworks
- Text, Image & Video Storytelling
- Content Engine & Repurposing
- Media Ethics & Governance

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

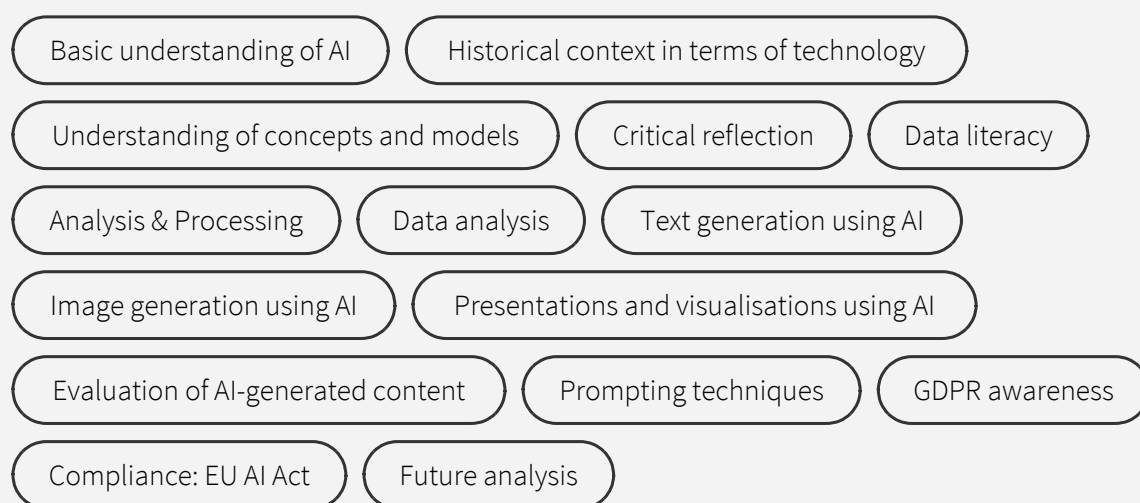
Module 9

Bonus: AI Training

Artificial intelligence is now part of everyday working life in many professions. To ensure you are fully prepared for the demands of the modern workplace, you will receive a free AI training course that teaches you the key fundamentals and practical applications of AI.

This AI training course provides you with a solid introduction to the world of artificial intelligence. In this course, you will learn the key terms in AI, understand how language models (Large Language Models, LLMs) work, and prepare data in a targeted manner. You'll also use practical AI tools for text, images and presentations, develop your own prompts and create AI workflows. Furthermore, you'll gain an overview of the legal framework – including the GDPR, the EU AI Act and compliance – as well as the future of working with artificial intelligence. This will enable you to use AI in your day-to-day work confidently, efficiently and in full compliance with the regulations.

Core Skills



Learning Outcomes

You will learn:

- to confidently identify and explain the key AI terminology
- to understand how AI makes decisions, why models sometimes 'hallucinate' and what you should look out for
- to recognise common AI applications in everyday life and assess how they can be useful in your profession
- to identify key data quality criteria and understand their relevance for AI systems
- to independently clean and structure simple datasets and make them usable for AI applications
- to critically reflect on the impact of data quality and presentation on efficiency, decision-making and automation
- to apply practical AI tools in the areas of text, images and presentations
- to generate texts, images and presentations quickly and evaluate the results using simple quality criteria
- to understand how language models work and the effect of different prompting techniques

- Develop, test and optimise prompts in a targeted manner
- Design their own AI assistants and automated workflows using prompt engineering
- Confidently navigate the key legal frameworks governing the use of AI (GDPR, EU AI Act, copyright and liability)
- Understand the implications of these regulations for businesses and AI projects
- Realistically assess the opportunities and risks of artificial intelligence in everyday working life
- Understand the changes brought about by AI in work processes, job profiles and skill requirements

Content

- What is Artificial Intelligence (AI)?
- From science fiction to everyday life – The history of AI
- Understanding key AI concepts
- Language models – How LLMs work
- Understanding data as the foundation of AI
- Data quality as a key factor in the success of AI systems
- Preparing data for AI applications
- Text AI basics – Writing, analysing, summarising
- Image AI Basics – From idea to illustration
- Presentation AI Basics – Designing slides and narratives with AI
- Fundamentals of Prompting – Structure and organisation
- Data protection, copyright and liability in the context of AI
- The EU AI Act – Rules, obligations and implications
- Societal impacts of AI and the future of work with AI

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.



Ausgezeichnete Lern- erfolge

Wir lassen dich nicht alleine!

Unser erprobter, menschenzentrierter Ansatz bietet dir stets die Unterstützung, die du brauchst und ein motiviertes Team, das dich auf deinem Weg begleitet.



Tägliche Live Trainings

Starte neu und lerne von erfahrenen Branchenexperten mit viel Praxis, um dich optimal auf deine berufliche Zukunft vorzubereiten.



Karrierecoaches begleiten dich

Unsere Karriere-Coaches begleiten dich von Tag 1 an und bereiten dich optimal auf eine erfolgreiche Karriere vor.



Studienberater an deiner Seite

Unsere Studienberater stehen dir bei allen Fragen zur Seite und meistern mit dir jede Herausforderung, die sich dir in den Weg stellt.



Deine kollaborative Gemeinschaft

Lernen geht am besten mit anderen. Da Lernen kein Alleingang ist, erhältst du einen exklusiven Zugang zu unserer Community.

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

6.624 €



Monthly payment

One-time payment before the course starts

2.734 €

Monthly payment

2.100 €

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: 955/249/2026

Part-time: 955/342/2026

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.

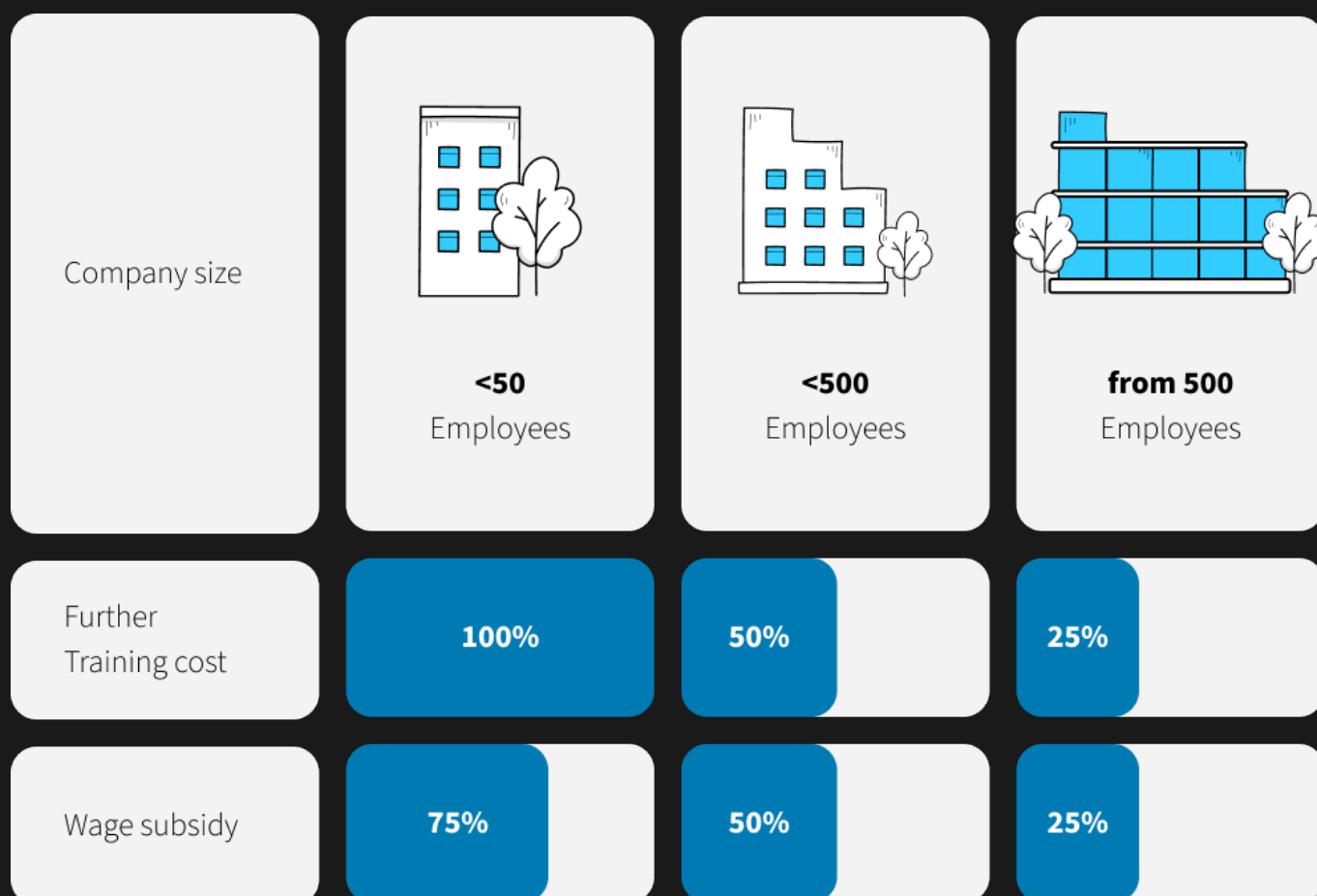
5 Registration

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€**

SEA/SEM Expert

manages search engine advertising and optimises digital ads

Up to **41.800€**

SEO Expert

optimises websites for search engines and increases visibility

Up to **42.400€**

Content Manager

manages content strategy, planning and creation

Up to **37.600€**

Performance Marketer

analyses and optimises digital marketing performance

Up to **53.600€**

See for yourself!

Show more →



Alexandra Dzitko

Als echter Dinosaurier des Marketings habe ich schon viele Entwicklungen miterlebt und stets den nächsten Quantensprung gesucht. Die Weiterbildung zum [Digital Marketing Manager](#) hat mein bestehendes Wissen bestätigt und mir wertvolle neue Impulse gegeben. Auch wenn sich im Marketing vieles wandelt, bleibt eines gleich: Menschen lieben Geschichten und gutes Design. Diese Weiterbildung hat mir geholfen, meine Kreativität gezielt einzusetzen, um Menschen nachhaltig zu begeistern.



Anastasiia Rydannykh

Der [Certified Digital Marketing Manager](#) Kurs war äußerst lehrreich und motivierend! Die Inhalte wurden klar und verständlich vermittelt, und ich konnte das Gelernte sofort anwenden. Besonders gefallen haben mir die praxisorientierte Herangehensweise und die interaktive Gestaltung. Ich fühle mich jetzt viel sicherer in meinem Fachgebiet! Vielen Dank für diese wertvolle Erfahrung!



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 

 **AT&T**



 **Bayer**

 **BOSCH**

DAIMLER

Deloitte.

 **BAHN**

Deutsche Bank 

Dr. Becker  Klinikgruppe

Dräger

e-on

fielmann



BOSS
HUGO BOSS

ING 

 Mercedes-Benz

SUPER RTL

 **Telefónica**

Certified and accredited

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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2026

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**Learn today
for the world of tomorrow**

Contact

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🕒 Mo. - Fr. 08:00 - 17:00 Uhr

🌐 xd-i.com