



# Become an Expert in AI AI & Marketing / Sales

**Curriculum**

Subject to changes

# Equip Your Candidates with the #1 Skillset Modern Marketing Demands

Marketing has evolved. Today's employers aren't just looking for copywriters or strategists—they are looking for **AI-augmented creators**. Our intensive 2-week course bridges the gap between traditional marketing skills and the future of the industry.

**The "AI-First" Marketing Advantage** conducted by pioneers from **Stanford, Zurich, and Munich**. We prepare participants for immediate impact in high-efficiency content creation, sales automation, and data-driven marketing strategy.

## Curriculum Highlights: The Modern Marketer's Toolkit

-  **High-Volume Content Creation:** Mastering AI Tools e.g. ChatGPT to generate SEO-optimized blogs, social media copy, and ad scripts at 10x speed.
-  **Visual Storytelling & Branding:** Hands-on training with e.g. Midjourney to create professional ad visuals, mockups, and brand assets without needing a graphic designer.
-  **Marketing Automation:** Using Make.com to connect apps and automate tedious workflows, freeing up time for strategy.
-  **Next-Level Customer Engagement:** Building and programming custom AI Agents (no-code) to handle customer inquiries or qualify sales leads automatically.



**Format:** 2-week Hybrid Course (on-site & remote) in English



**Instructors:** Leading industry experts with extensive practical experience



**23rd of February 2026**



**3.900 CHF**



**06th of March 2026**

Lifetime access to instructors and new course material  
Certificates: SAQ and Academy 4 Disruptive Minds

# Week 1: Artificial Intelligence & Marketing / Sales

<b>DATE</b>	<b>Title</b>	<b>Location</b>	<b>Lecturer</b>	<b>Time</b>
23.02.2026	Introduction to Artificial Intelligence	Onsite, Zurich	Johannes Höllerich Sarah Gottwald	09.00 – 17.00
24.02.2026	AI Agents / Assistants	Onsite, Zurich	Johannes Höllerich	09.00 – 17.00
25.02.2026	Deep Dive: AI and Marketing	Onsite, Zurich	Eugenia Rusakova	09.00 – 17.00
26.02.2026	Deep Dive: AI and Marketing	Onsite, Zurich	Eugenia Rusakova	09.00 – 17.00
27.02.2026	Recap Day Review Session with Course Leads	Zoom	Sarah Gottwald & Johannes Höllerich	12.00 – 16.00

## Week 2: Artificial Intelligence & Marketing / Sales

<b>DATE</b>	<b>Title</b>	<b>Location</b>	<b>Lecturer</b>	<b>Time</b>
02.03.2026	Deep Dive: AI and Marketing	Onsite, Zurich	Dr. Wolfgang Schäfer	09.00 – 17.00
03.03.2026	Negotiations & AI	Zoom	Martin Giese	09.00 – 17.00
04.03.2026	AI for job searching CV & cover letter with AI	Onsite, Zurich	Sarah Gottwald	09.00 – 17.00
05.03.2026	Navigating and Advancing in the AI-Job Landscape	Onsite, Zurich	Klaus Fuchs Rockstar Recruiting	09.00 - 17.00
06.03.2026	❖ Wrap up and feedback ❖ Apero	Onsite, Zurich	Sarah Gottwald	12.00 – 16.00

**Sarah Gottwald**

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