

Online Training Path



Unlocking Your Sales and Marketing Potentials with Data, AI, and Automation

The training has been funded by the Service Centre for Continuous Learning and Employment. The Service Centre promotes the competence development of working-age people and the availability of skilled labour. The operations of the Service Centre are overseen by the Ministry of Education and Culture and the Ministry of Economic Affairs and Employment.



About the Training

Unlocking Your Sales and Marketing Potentials with Data, AI, and Automation is a dynamic training designed for business owners and marketing professionals. This training encompasses six modules, focusing on AI in business, e-commerce, data mining, marketing automation, AI ethics, and AI tools for marketing.

Discover how AI can enhance your business and e-commerce strategies, harness data mining techniques to web data access, and optimize your campaigns with marketing automation. You'll also learn about ethical concerns in AI and explore cutting-edge AI tools to supercharge your marketing efforts. This training is the key to thriving in the competitive digital landscape.



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Empower your marketing and sales strategies with the breakthroughs of AI, data, and automation

Training Modules

01

eCommerce



02

Marketing Automation



03

Data Mining and Web Data Access



04

Scale-up Your Business with AI



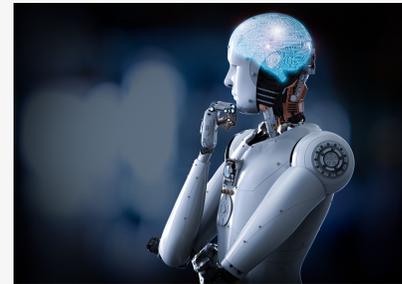
05

AI Tools for Marketing



06

Ethics of AI



Module 1 eCommerce

Discover the world of eCommerce and transform your business with our all-inclusive training. Ideal for budding entrepreneurs, small business owners, and professionals eager to broaden their horizons, this training covers everything from eCommerce basics and store features to logistics, planning, and marketing strategies. Develop a deep understanding of CMS, store design, payment processing, and much more.

This training will help you navigate the complexities of the eCommerce landscape, equipping you with the tools and knowledge to thrive in the competitive online marketplace.

Main Training Areas

- ➔ Understanding eCommerce Essentials
- ➔ Mastering Store Design & Features
- ➔ Managing Logistics & Operations
- ➔ Managing Your Products
- ➔ Powerful eCommerce Marketing Techniques
- ➔ Navigating Platform & Integration Choices



Video



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AliExpress

Marketing Automation

Unlock the potential of marketing automation with our comprehensive online training, designed for digital marketers, entrepreneurs, and professionals seeking to enhance their skills. This training provides a detailed exploration of marketing automation concepts and techniques, covering 10 vital chapters, including email marketing, lead management, CRM, social media marketing, and marketing analysis.

Gain valuable insights into popular marketing automation software and learn how to optimize your marketing strategies to achieve outstanding results.

Main Training Areas

- ➔ Mastering Email Automation Strategies
- ➔ Streamlined Lead Management Techniques
- ➔ Advanced CRM Automation Practices
- ➔ Social Media Automation Mastery
- ➔ Data-Driven Marketing Analysis
- ➔ Powerful Automation Software Integration



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Data Mining and Web Data Access

Empower your digital marketing capabilities with our extensive online training in data mining and web data access. Gain valuable insights into the world of digital marketing and the crucial role data mining plays in driving success. Learn essential techniques, such as web scraping and data visualization, and explore the diverse applications of data mining in digital marketing, from customer targeting to improving conversion rates.

This training is designed for digital marketers, entrepreneurs, and anyone keen on leveraging data-driven insights for their digital marketing endeavors.

Main Training Areas

- ➔ Data Mining Fundamentals
- ➔ Web Data Access Techniques
- ➔ Digital Marketing Data Strategies
- ➔ Data Visualization Applications
- ➔ Advanced Web Scraping Tools
- ➔ Data-Driven Marketing Applications



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Scale-up Your Business with AI

Discover the power of AI in business with our "Scale up your Business with Artificial Intelligence" training. Designed for entrepreneurs, professionals, and those eager to harness the potential of AI, this comprehensive training covers data science, machine learning, deep learning, and AI-based services. Learn the ethical considerations, business intelligence, and cutting-edge tools to maximize efficiency and growth. Explore the roles in data-driven companies and how to present your results effectively.

Unleash the full potential of AI and transform your business into a powerhouse, ready to tackle the challenges of the modern world.

Main Training Areas

- AI-Driven Business Transformation
- Machine Learning for Business Growth
- Accelerating Success with Deep Learning
- Natural Language Processing Solutions
- Ethical AI for Sustainable Development
- Business Intelligence and Data Science



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AI Tools for Marketing

The AI Tools for Marketing training offers an in-depth exploration of how artificial intelligence can elevate digital marketing efforts. Covering essential topics such as SEO, advertising, social media, email marketing, and content creation, this training empowers marketing professionals to stay ahead in the rapidly evolving landscape of digital marketing.

Gain insights into the ethical considerations and limitations of AI in marketing while exploring future trends and developments in the field. Transform your marketing strategies with this comprehensive training.



Video



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Main Training Areas

- AI-Driven Search Engine Optimization
- Intelligent Advertising and Optimization
- AI-Powered Social Media Strategies
- Personalized Email Marketing with AI
- AI-Enhanced Content and Multimedia
- Ethical Considerations in AI Marketing

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HubSpot



Ethics of AI

Discover the world of AI Ethics and learn how to navigate the challenges posed by Artificial Intelligence in our society. This comprehensive online training will introduce you to the principles of AI Ethics and provide valuable insights into disinformation, non-maleficence, privacy, surveillance, bias, fairness, responsibility, and transparency. Developed for professionals working in data science, AI, and technology, this training empowers you to create more responsible and ethical AI systems.

Dive into practical applications and real-world case studies to gain a deeper understanding of ethical considerations in AI.

Main Training Areas

- Foundations of AI Ethics
- Disinformation and Deepfakes
- Ensuring AI Non-maleficence
- Privacy, Surveillance, and AI
- Tackling AI Bias and Fairness
- AI Transparency and Accountability



Video



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Training Audiences



- **Aspiring digital marketers** seeking to develop a strong foundation in digital marketing principles and strategies to excel in their careers.
- **E-commerce enthusiasts** eager to learn advanced techniques and best practices to optimize their online business for growth and profitability.
- **Marketing professionals** interested in expanding their skillset to include effective digital marketing strategies and tactics for driving customer engagement and boosting sales.
- **Small business owners** aiming to harness the power of digital marketing to increase their online presence, attract new customers, and enhance their brand's reputation.





Your Learning Journey

*Maximize Your Potential through
TechClass Dynamic Learning*



Self-paced Learning

Your Personalized Path to Success



Blended Learning

Self-paced and practical workshops



Expert Insights

Short Lessons, Big Impacts



Training Support

01 Support Center

Our Support Center is here to help you succeed. Count on us to guide you through any challenges so you can focus on reaching your goals.

02 Discussions

Have questions or need help with training content? Simply start a discussion and get the support you need from your instructors or the community.

03 Q&A

Get the answers you need and expand your knowledge with our Q&A section. Get insightful responses from your instructors and peers.

04 Peer Review

Become a better learner with the power of peer review. You can submit your tasks and receive thoughtful feedback from your classmates.

How to Proceed



1

INFORMATION SUBMISSION

Begin by submitting your information. This step is crucial as it sets the foundation for your educational journey.



2

DELIVER TO JOTPA FOR APPROVAL

Once your information is submitted, it is sent to JOTPA for approval. This ensures that all the participants are eligible.



3

ADDING INFORMATION TO OPINTOPOLKU

After JOTPA's approval, your enrollment information is integrated into 'Opintopolku' system.



4

RECEIVE ENROLLMENT INVITATIONS

Post integration, you will receive invitations to enroll in the trainings based on the information you provided.



5

STUDY AND COMPLETE ENROLLMENTS

This is where your active learning journey begins. Engage with your trainings, and complete your enrollments to progress further.



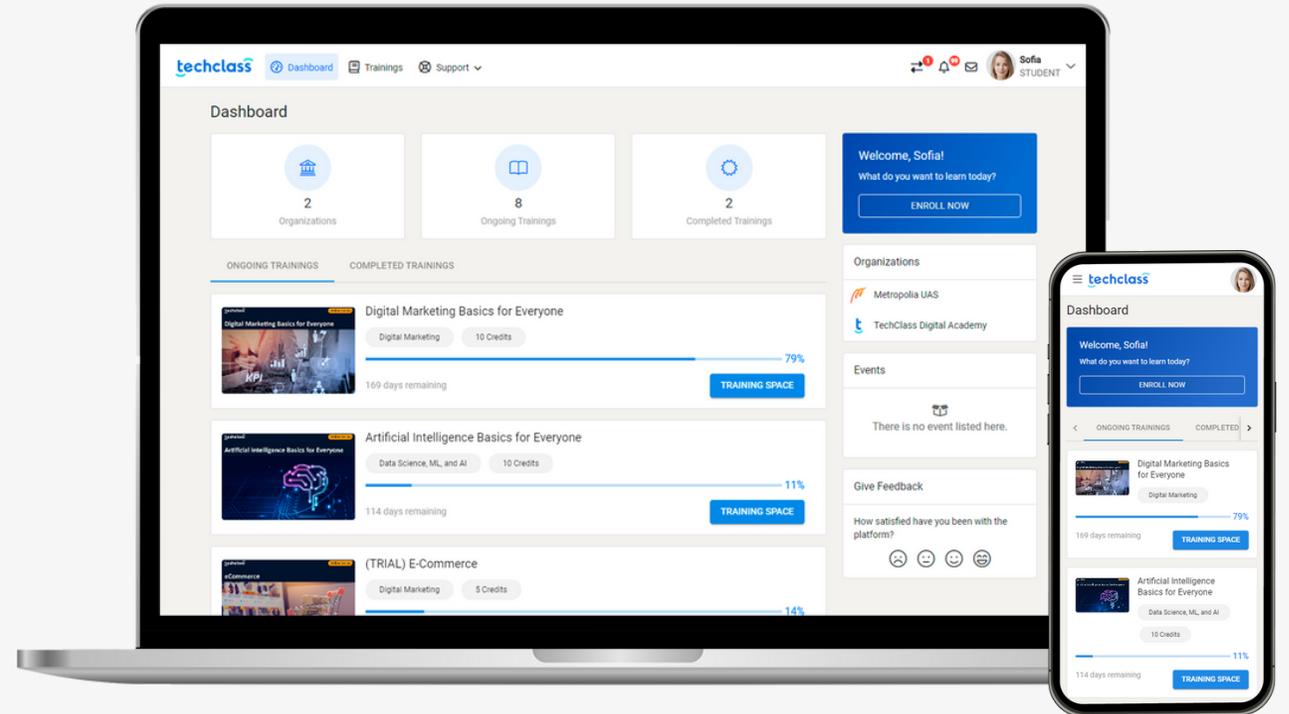
6

GET CERTIFICATE

Upon successful completion of your trainings, you will be awarded a certificate. This certificate is a testament to your dedication and mastery of the subject matter.

TechClass LMS

Designed to provide a dynamic, intuitive, and engaging learning experience. A learning environment to enjoy.



Personalized Learning



Tailored education that suits your unique needs.

Simple



Ultimate learning solution, easy and intuitive.

Community-first



Collaborative learning with peers and expert instructors.

Anywhere, Anytime



Learn on your terms, from anywhere with internet access.

Read more: techclass.link/lms





Students Testimonials

Hear from our students that how TechClass transformed their learning experience and helped them achieve their goals.

Elina Sumén



Metropolia UAS

The training are easy to follow and covered a good amount of knowledge. I found the assignments very useful; it was great to use the knowledge in practice right away.

Vladimir Miskovic



Laurea UAS

TechClass is an intuitive, convenient and efficient online platform. It makes online learning easier and faster, especially when it comes to AI and programming.

Anna Kurmaeva



Laurea UAS

The platform is flexible and allows to do assignments at my own pace. The information is very well structured and leads a student throughout the studies.

Csépke Csilla



Metropolia UAS

The training were awesome. I am studying software development in aiukuisopisto, and I think TechClass courses helped me a lot to get the study place.



Training Certificate

Take your career to the next level with TechClass certification, and demonstrate your skills and knowledge to employers, clients, and peers.



TechClass Digital Academy



Mission

Career growth through accessible and practical education.

About the Company

At TechClass, we're passionate about fueling your journey to success by being the premier provider of cutting-edge online learning solutions. Our mission is to empower individuals and organizations to unleash their true potential, transforming lives in the process. Harnessing the power of innovative technology, ground-breaking research, and best educational practices, we're dedicated to revolutionizing the learning landscape and fostering a world where education is accessible, inclusive, and equitable for all. Join us on this exciting adventure and equip yourself with the knowledge and skills necessary to thrive in our rapidly evolving, interconnected world.

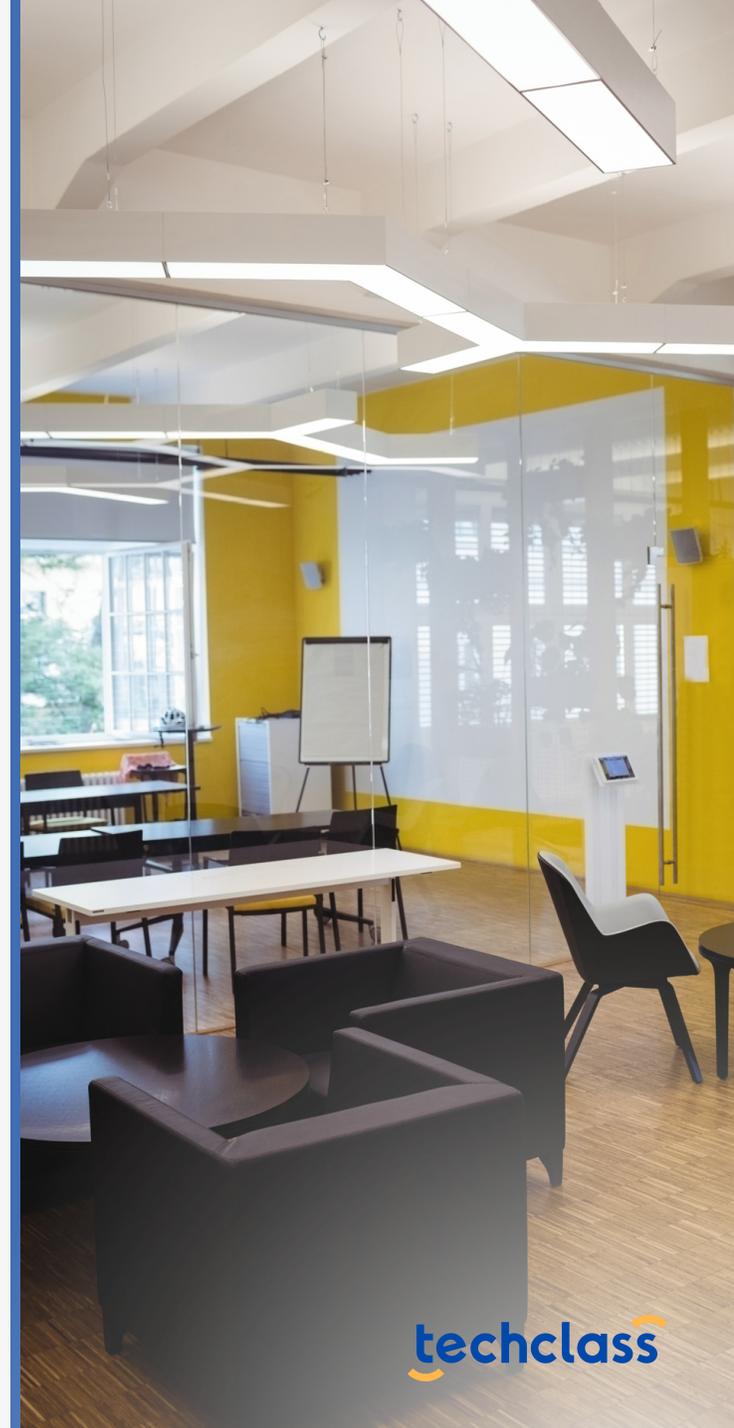



2017
Founded


+20K
Students


10
Research Papers


93%
Satisfaction



TechClass & SECLE

The Service Center for Continuous Learning and Employment (SECLE / JOTPA) supports the development of skills of working-age people and the availability of skilled labor in society as a whole.

SECLE increases the opportunities for working-age people to develop their skills by financing training courses that are shorter than a degree and meet the needs of a changing working life.

SECLE operates as a separate organizational unit under the Finnish National Agency for Education.

SECLE has implemented a competition to acquire training related to digital and multi-channel trade. The trainings are intended to increase the skills of people working in the field of trade in the areas of digitization, green transition, and international trade.



TechClass as a Provider

SECLE has selected TechClass Ltd as a service provider for the following sub-area:

*Data analytics, management
with information, artificial
intelligence and automation*

A group of four diverse professionals (two men and two women) smiling and standing together in an urban setting. The image is overlaid with a semi-transparent dark blue gradient on the left side where the text is located.

Ready to Take Your Skills
to the Next Level?

**Book Your
Free Consulting
Meeting Today!**

BOOK NOW

techclass.link/free-consulting