LONDON
INTERNATIONAL STUDIES AND RESEARCH CENTER

2026 EDITION

THE CERTIFIED

# AI-POWERED DIGITAL MARKETING + DATA ANALYTICS

*Three pillars. One professional edge.*

Master SEO, Google & Meta Ads and social. Read and visualise data with Python, SQL & Power BI. Then go where few marketers have: commanding the AI agents that run it all for you. One certified programme, live across the GCC.

★★★★★
**1,200+**
GOOGLE REVIEWS ACROSS OUR GROUP

**15 modules**
PLUS 12+ MARKETING CHANNELS

**12+ platforms**
GOOGLE ADS, META, GA4, CLAUDE & CODEX

**Certified**
CPD-UK · KHDA + GOOGLE EXAM-READY

I — **Digital Marketing**
SEO · ADS · SOCIAL

II — **AI & Automation**
CLAUDE · CODEX · AGENTS

III — **Data Analytics**
PYTHON · SQL · POWER BI

THE SHIFT THAT CHANGES EVERYTHING

# Marketing just changed. *This course is how you stay ahead of it.*

For over a decade we've trained professionals across the GCC. In 2026 the ground moved: the ad platforms shipped AI connectors, and a marketer with the right skills now does the work of a whole team. We rebuilt this course around that reality.

Most "digital marketing" courses still teach a 2019 checklist - set up an ad, post on social, read a dashboard. Useful, but no longer the edge. The edge in 2026 is **orchestration**: telling an AI agent to audit yesterday's spend before you wake, pause a runaway ad set on a rule, generate ten hook-tested video ads, and build the landing page they point to - all before lunch.

This programme teaches both halves. First the timeless fundamentals - SEO, Google & Meta Ads, social, analytics, Python and Power BI. Then the part almost no one in the region teaches: how to run all of it through **Claude, Codex and Gemini** using the real, official 2026 tools - and, just as important, the honest limits that keep an AI agent from ever touching your budget without your say-so.

You'll finish able to do - from a chat window - what agencies charge five figures for. That is the whole point.

*- The Faculty, London International™*

YOUR PATH THROUGH THIS GUIDE

*I* **The programme & how you enrol**
Three pillars · enrolment path · who it's for

*II* **Digital Marketing mastery**
SEO · Google & Meta Ads · social · analytics

*III* **AI & Automation - the flagship**
Agents · creative · reporting · landing pages

*IV* **Data Analytics**
Python & SQL · Power BI · visualisation

*V* **Outcomes, certification & enrolment**
Careers · CPD-UK · KHDA · Google · fees

*VI* **How to start**
Schedules · FAQ · talk to an advisor

*Six chapters. One path.*

READ START TO FINISH, OR JUMP STRAIGHT TO THE AI PILLAR - PAGE 12.

ONE PROGRAMME, THREE PILLARS

# Dual expertise, *now tripled with AI.*

Marketers who can also read data are rare. Marketers who can also command AI agents are almost non-existent in the GCC - that's exactly who this course builds.

*I*

## Digital Marketing

- SEO - on-page, off-page, technical
- Google Ads & Meta Ads
- TikTok, LinkedIn, X, Snapchat, YouTube
- Google Business & Analytics

**The fundamentals, modernised**

*II*

## AI & Automation

- Run campaigns via Claude & Codex
- Multi-agent monitoring & auto-audit
- AI creative - Higgsfield & Canva
- Reporting & AI landing pages

**★ The unseen edge**

*III*

## Data Analytics

- Python - NumPy, Pandas, viz
- Exploratory analysis & SQL
- Power BI dashboards & KPIs
- Storytelling with data

**Read the numbers, don't guess**

THE REAL TOOLS YOU'LL COMMAND

...and Looker Studio, Search Console, BigQuery, Python, Power BI, Tableau & more - every one a real, current tool, taught hands-on.

| 15 | 20+ | 6 | 3 |
|---|---|---|---|
| MODULES, PLUS 12+ DM CHANNELS | REAL CONNECTORS & TOOLS | AI AGENT WORKFLOWS | CERTIFICATIONS, STACKED |

*Every tool current. Every module hands-on.*

NO LEGACY DASHBOARDS, NO SLIDEWARE - THE STACK ABOVE IS THE STACK YOU'LL OPERATE.

FROM FIRST CALL TO CERTIFIED

# Five simple steps. *We handle the rest.*

No pressure, no funnel. A course expert understands your goal first, then maps the right path for you.

**1 Free expert consultation**
A course expert learns your background and goal - career switch, upskilling, or growing your own business - and recommends the right pillars and tier. No obligation.

**2 Understand the modules**
We walk you through exactly what you'll learn and build, so you enrol with total clarity on the outcome.

**3 Enrol & onboard**
We complete the formalities and set you up with your learning portal, materials, and tool access.

**4 Your onboarding team takes over**
A dedicated team guides your first sessions and makes sure you're ready to build from day one.

**5 Log in, book & start building**
With your dedicated access you book live interactive sessions at your convenience and start working on real projects.

**You're never navigating this alone.** From the free consultation through to day-one project work, a dedicated team stays with you at every step - so you always know what's next and who to ask.

**+ Support doesn't stop at enrolment**
Your onboarding team and course expert remain your point of contact well past step 5 - live interactive sessions and real projects are backed by people who already know your goals.

| 5 | 1 | 0 | Day 1 |
|---|---|---|---|
| SIMPLE STEPS | POINT OF CONTACT THROUGHOUT | OBLIGATION AT CONSULTATION | YOU START BUILDING |

*Learn today, implement tomorrow.*

EVERY SESSION IS PRACTICAL & LIVE-PROJECT BASED - BUILT TO MAKE YOU JOB-READY IN THE FAST-PACED GULF MARKET FROM DAY ONE.

BUILT FOR FOUR KINDS OF AMBITION

# Where this takes you *depends on where you start.*

### Career switchers
Move into one of the most in-demand fields in the Gulf - no marketing background needed. Start from zero, finish job-ready.

### Marketers levelling up
Already in marketing? Become the person on the team who runs AI agents and reads the data - the one who gets promoted.

### Business owners
Stop paying agencies five figures. Run your own Meta & Google campaigns, creative and landing pages with AI.

### Graduates & freelancers
Stack rare, provable skills - marketing + data + AI - that command premium rates and stand out instantly.

ROLES THIS OPENS

- Performance Marketer
- AI Marketing Specialist
- Growth Marketer
- Paid Media / PPC Manager
- SEO Specialist
- Marketing Data Analyst
- Social Media Manager
- Marketing Automation Lead
- Freelance Ads Consultant

| 4 | 9+ | 0 | 1 |
|---|---|---|---|
| ENTRY PROFILES SERVED | ROLES THIS OPENS | PRIOR EXPERIENCE REQUIRED | RARE COMBINATION, YOURS |

**No prerequisites, no wrong starting point.** Whichever of the four profiles above matches you, the path in is the same: start from zero, follow the modules in order, and finish with the same rare combination - marketing, data and AI, working together. Every module includes hands-on practice, so what you learn is what you can immediately use.

**A rare combination.** Plenty of people can run an ad. Very few can run an ad, command an AI agent to optimise it, and prove the ROI with data. That intersection is where the salaries and the freelance premiums live - and it's exactly what you'll leave with.

*Four starting points. One finish line.*

WHEREVER YOU BEGIN, THE MODULES ARE THE SAME, AND THE DESTINATION - MARKETING, DATA AND AI, WORKING TOGETHER - DOESN'T CHANGE.

PILLAR I · DIGITAL MARKETING

# Every channel that matters - *taught by doing, not slides.*

The complete channel toolkit under one roof, modernised for 2026. You don't just learn what each channel is - you run live campaigns on real accounts.

**SEO**
Rank on Google

**Google Ads**
Search · Display · PMax

**Meta Ads**
Facebook & Instagram

**Instagram**
Feed · Reels · Stories

**TikTok Ads**
Gulf's fastest riser

**LinkedIn**
B2B & lead gen

**X**
Real-time reach

**Snapchat Ads**
Young UAE audience

**YouTube**
Video advertising

**Google Business**
Local SEO & maps

**Analytics (GA4)**
Measure everything

**Looker Studio**
Live dashboards

| 12+ | 100% | Real | 2026 |
|---|---|---|---|
| CHANNELS, ONE TOOLKIT | LIVE-PROJECT BASED | CLIENT ACCOUNTS | MODERNISED, NOT 2019 |

## HOW EVERY CHANNEL MODULE RUNS

**1 · Connect**
Real ad accounts and profiles, set up properly from day one - not a sandbox demo.

**2 · Build**
Live campaigns, audiences and creative on the channel itself, with a trainer beside you.

**3 · Measure**
Results read in GA4 and Looker Studio, so every build ends with numbers, not guesses.

**Practical to the core.** Every module is live-project based - you build real campaigns, real audiences, real reports. The intention is simple: you learn today and implement for a client or your own business tomorrow.

*One toolkit, twelve channels.*

THE SAME BUILD-MEASURE-IMPROVE METHOD, APPLIED PLATFORM BY PLATFORM.

## Search Engine Optimisation

RANK WITHOUT PAYING PER CLICK

### On-Page & Technical

- Keyword research
- Search intent
- URL structure
- Title & meta tags
- H1-H6 hierarchy
- Image ALT & naming
- SEO content writing
- Internal linking
- Schema markup
- robots.txt
- XML sitemaps
- Core Web Vitals
- Mobile & speed
- Search Console

### Off-Page & Authority

- Backlink strategy
- Dofollow / nofollow
- Digital PR
- Guest posting
- Business listings
- Directory submissions
- Google Business
- Social signals
- Brand mentions
- Domain authority
- Modern ranking systems
- Penalty recovery

**AI in SEO - taught in the AI pillar.** The new frontier is **GEO/AEO** - being cited by AI answers, not just ranked. You'll learn to mine "quick wins" and competitor keyword gaps by conversation using the **Ahrefs** and **Semrush** MCP connectors, then brief content that wins them. See Module 4

| On-Page & Technical | Off-Page & Authority | GEO / AEO |
|---|---|---|
| Keyword research to Core Web Vitals | Backlinks to Google Business signals | Cited by AI answers, not just ranked |

**Two disciplines, one goal.** On-page and off-page work together - every module includes hands-on practice so the technical fixes and the authority-building happen side by side, not as separate afterthoughts.

| 2 | 26 | GEO/AEO | 1 |
|---|---|---|---|
| DISCIPLINES: ON-PAGE & OFF-PAGE | NAMED SKILLS COVERED | THE NEW AI-ANSWERS FRONTIER | CHANNEL THAT COMPOUNDS |

*SEO is the channel that keeps paying after you stop.*

BUILT RIGHT, IT COMPOUNDS - THE TRAFFIC YOU EARN TODAY STILL CONVERTS A YEAR FROM NOW.

## Google Ads - Paid Search & Beyond

BE THERE THE MOMENT THEY SEARCH

### Campaign types you'll build

- Search (PPC)
- Display
- YouTube video
- Shopping
- Performance Max
- Remarketing

Set up a Google Ads account from scratch - location, network, devices, bidding, ad extensions (sitelinks, call, location) - and structure campaigns and ad groups around real client products and services.

### Optimisation you'll master

- Keyword match types
- Negative keywords
- Quality Score
- Bid strategy
- Conversion tracking
- A/B ad testing
- CTR & CPC
- Search-terms audit

Cut wasted spend, lift Quality Score, and tie every dirham to a conversion in Analytics - the difference between "running ads" and running profitable ads.

**AI in Google Ads.** In the AI pillar you'll connect the official **Google Ads MCP** and pull live spend, run GAQL queries, and surface optimisation ideas by simply asking Claude - then schedule an agent to audit yesterday's spend before you're awake. See Module 2

| Search | Display | PMax | Remarketing |
|---|---|---|---|
| INTENT THAT CONVERTS | REACH & AWARENESS | AI-DRIVEN REACH | WIN BACK LEAVERS |

### WORKED EXAMPLE · ASKING INSTEAD OF EXPORTING

CLAUDE + GOOGLE ADS MCP (READ-ONLY)

**You** → Pull yesterday's spend by campaign. Flag anything where CPA rose more than 20% against its 7-day average. Recommendations only - change nothing.

**Claude** → Spend AED 6,540 · 2 campaigns flagged: **Brand-Exact** CPA AED 41 (+28%, Quality Score dip on 2 keywords) · **PMax-Leads** CPA AED 63 (+22%, creative fatigue). Recommend: fix ad relevance on the 2 keywords; refresh the PMax asset group. ⚠ **Read-only connector - verify in Ads Manager before acting.**

*Every dirham traceable.*

FROM CLICK TO CONVERSION, IN ANALYTICS - NOT GUESSWORK.

## Meta Ads - Facebook & Instagram

THE GCC'S BIGGEST PAID-SOCIAL ENGINE

### Foundations

- How the Meta algorithm works
- Business Manager
- Pixel & CAPI setup
- Ad structure
- Creative best practice
- Brand pages

### Targeting & audiences

- Interest-based
- Custom audiences
- Lookalikes
- Retargeting
- Exclusions
- Meta Insights

### Campaign objectives you'll run live

- Traffic
- Lead generation
- Conversions
- Engagement
- App installs
- Video views
- Reach & brand awareness
- Catalogue / sales
- Smart low-CPC technique
- Conversion tracking by audience

**AI in Meta.** Meta shipped its official **Meta Ads MCP** in 2026 - 29 tools. You'll connect it to Claude to report, and (with sign-off) create and edit campaigns by conversation, plus stage AI-generated creative that lands paused for your approval. See Modules 2 & 3

### Why Meta anchors the paid-social pillar

You'll run every objective above as a live, hands-on build - not a slide walkthrough - inside the same Business Manager you set up on day one. By the time you reach the AI in Meta module, that live account is exactly what you'll connect the Meta Ads MCP to, so the reporting and creative workflow lands on campaigns you actually built.

Note: we teach Facebook & Instagram under the **Meta** brand throughout - one Business Manager, one ad system, two surfaces.

### WHAT YOU LEAVE WITH

- ✓ A live Business Manager you built yourself
- ✓ Campaign objectives run on real budgets
- ✓ Pixel & CAPI tracking, installed and firing
- ✓ Custom, lookalike & retargeting audiences of your own

| 10 | 29 | 2 | 2026 |
|---|---|---|---|
| CAMPAIGN OBJECTIVES YOU RUN LIVE | META ADS MCP TOOLS | SURFACES, ONE BUSINESS MANAGER | OFFICIAL META MCP SHIPPED |

*Two surfaces. One system.*

THE SAME LIVE ACCOUNT YOU'LL LATER HAND TO YOUR AI AGENT - SO NOTHING YOU BUILD HERE IS THROWAWAY.

THE REST OF THE SOCIAL STACK

# Reach them *wherever they scroll.*

Each platform has its own audience, format and playbook. You'll learn where your customers actually are in the Gulf - and how to win there.

**TikTok Ads**
The fastest-growing channel in the Gulf. Pro accounts, hooks that stop the scroll, hashtag challenges, Spark ads, influencer collabs, and building a real following from zero.

**LinkedIn Marketing**
Profile & company-page optimisation, network building, lead generation, and LinkedIn Ads for B2B and high-ticket services - where professional buyers make decisions.

**X (Twitter)**
Real-time brand presence, community and customer service, listening, and running campaigns where conversations happen as they trend.

**Snapchat Ads**
Reach the young UAE audience with Snap Ad campaigns, custom & lookalike audiences, and story-native creative that feels at home on the platform.

**YouTube Advertising**
In-stream, in-feed and Shorts ads; channel strategy; and video creative that earns attention and drives action - bought through Google Ads.

**WhatsApp for Business**
The GCC's default channel. Opt-in messaging, click-to-WhatsApp ads, and turning a click into a captured, followed-up lead - done compliantly.

*Reach isn't the goal.*

THE RIGHT AUDIENCE, ON THE RIGHT PLATFORM, IS.

**One playbook, six channels.** Rather than teach each platform in isolation, you'll learn a shared method - audience research, hook writing, creative testing, and budget discipline - and apply it across TikTok, LinkedIn, X, Snapchat, YouTube and WhatsApp. Every module includes hands-on practice, so the platform mix becomes muscle memory, not theory.

| 6 | 1 | TikTok | 0 |
|---|---|---|---|
| CHANNELS COVERED | PLAYBOOK, ADAPTED PER PLATFORM | FASTEST-GROWING IN THE GULF | GENERIC ONE-SIZE PLAYS |

WHERE EACH CHANNEL WINS

- ✓ TikTok - reach & a following from zero
- ✓ Snapchat - the young UAE audience
- ✓ LinkedIn - B2B & high-ticket leads
- ✓ YouTube - video that drives action
- ✓ X - real-time brand presence
- ✓ WhatsApp - clicks into captured leads

**Channel reality, taught honestly.** In the Gulf, TikTok and Instagram outperform LinkedIn for most consumer brands. We teach you to spend where your audience actually is - not where a generic playbook says.

## Google Business Profile - Local SEO

OWN THE MAP PACK

- Create & verify your profile
- Rank in local & maps
- Posts & photos
- Reviews & reputation
- Handling bad reviews
- Insights
- Multi-location
- Profile optimisation

## Google Analytics 4

DECISIONS FROM DATA, NOT GUT

- GA4 dashboard
- Audience & acquisition
- Traffic sources
- Conversions & goals
- Funnels
- Event tracking
- Measuring ROI
- UTM tracking
- Social & call tracking
- Ads integration
- Segmentation
- Reporting

## Looker Studio - Live Dashboards

FORMERLY GOOGLE DATA STUDIO

- Connect Sheets & GA4
- Scorecards & KPIs
- Trend & forecast charts
- Date & category filters
- Interactive reports
- Share with clients

| 3 | 1 | Live | 0 |
|---|---|---|---|
| MEASUREMENT TOOLS MASTERED | SOURCE OF TRUTH | DASHBOARDS, NOT STATIC DECKS | GUESSWORK |

## Why this pillar comes first

MEASUREMENT BEFORE AUTOMATION

- Google Business Profile
- GA4
- Looker Studio
- One source of truth
- Live dashboards
- Client-ready reports

**Every module includes hands-on practice.** You'll set up your own Google Business Profile, connect GA4, and build a live Looker Studio dashboard - so by the end of this pillar, the reporting stack is already running, not just explained.

**This is the bridge to the AI pillar.** Everything you measure here, you'll soon pull straight into Claude, Codex and Gemini - and have them build the branded report for you, on a schedule. See Module 4

PILLAR II · AI & AUTOMATION

# The part almost no one in the GCC is teaching.

*Run marketing like an agency of one.*

In 2026 the ad platforms shipped official AI connectors. A marketer who knows how to use them - safely - now does the work of a whole team. Six modules take you from your first connected agent to a guard-railed, revenue-facing operation.

**Read vs Write**
Every AI connection can only *look* - or can *spend*. Knowing which is the whole game.

**Official vs third-party**
First-party vendor tools vs a server you trust with a token - a decision, not a detail.

**Verify every number**
AI can misstate figures. Every number is checked at the source before a client sees it.

We teach the honest limits as **hard rules, not footnotes** - that's what makes this course safe, and rare.

*M1* **AI Foundation**
4 hrs · your first agent

*M2* **Agentic Command**
4 hrs · monitor & optimise

*M3* **AI Creative Studio**
4 hrs · video & image ads

*M4* **Analytics & Reporting**
6-8 hrs · data by asking

*M5* **AI Landing Pages**
4 hrs · with Lovable

*M6* **The AI Toolkit**
3.5 hrs · the field guide

| 6 | 25+ | 1 | ★ |
|---|---|---|---|
| MODULES | HOURS HANDS-ON | CONTINUOUS LOOP | THE FLAGSHIP PILLAR |

→ Up next: **your first working AI marketing agent**

MODULE 1 · AI FOR DIGITAL MARKETING · 4 HOURS

# Your first working *AI marketing agent.*

By hour four you'll have connected a live Meta Ads account to Claude and asked, in plain English, *"which ad set is burning money?"* - and got a real answer, pulled straight from the platform. No CSV, no waiting on the agency.

## WHAT YOU'LL LEARN

- Agents vs chatbots
- What "MCP" really means
- Claude · ChatGPT · Codex · Gemini
- Prompt craft for marketers
- Content at scale
- Connect your first MCP
- AI keyword & audience research
- AI content calendars

**The safety habit from minute one:** AI invents statistics and testimonials. You'll learn to force a **[VERIFY]** tag wherever it would guess - so nothing false ever reaches a client.

## WORKED EXAMPLE · LIVE IN CLASS

CLAUDE + META ADS MCP

**You** → Using my connected Meta Ads account, show my top ad sets by spend over the last 7 days: spend (AED), ROAS, CTR, frequency. Flag any where frequency > 4 and ROAS is trending down. Recommendations only - change nothing.

**Claude** → Ramadan-Retarget - AED 4,120 · ROAS 2.1 · freq 5.8 ⚠️
Prospecting-Lookalike - AED 3,880 · ROAS 3.4 · freq 2.1 ✓

**Read:** Ramadan-Retarget is your fatigue risk (freq 5.8, ROAS down ~3.0→2.1). Refresh creative or widen the audience.
⚠ **Confirm these figures in Ads Manager before acting - I've changed nothing.**

**Why this module first:** every skill after this builds on the same habit - ask a plain-English question, get a real answer pulled from a live tool, and verify before you act. Once you've done it once with your own ad account, the rest of the course is just repeating that pattern on bigger tools and bigger questions.

## WHAT YOU LEAVE WITH

- ✓ A live Meta Ads account connected to Claude
- ✓ Prompt craft for marketers, not engineers
- ✓ The [VERIFY] habit, installed from minute one
- ✓ Your first AI keyword & audience research, run live

| 4 | 1 | [VERIFY] | 0 |
|---|---|---|---|
| HOURS TO YOUR FIRST AGENT | LIVE META ADS ACCOUNT, CONNECTED | THE HABIT THAT PROTECTS EVERY CLIENT | CSVS, AGENCY WAIT TIME |

*Four hours in, you've done the one thing that separates people who talk about AI from people who use it.*

CONNECTED A LIVE BUSINESS TOOL TO AN AI - AND GOT REAL WORK BACK.

MODULE 2 · ADVANCED AI: AGENTIC CAMPAIGN COMMAND · 4 HOURS ★

# A fleet of agents that never sleep. *And never overspend.*

Build agents that watch your Meta & Google accounts around the clock, audit yesterday's spend before your coffee's cold, and - when a runaway cost trips at 2am - a platform rule pauses the ad set while your agent investigates and drafts the fix for your approval.

- Claude Routines (cloud, laptop-closed)
- Codex + GitHub Actions
- Multi-agent: Meta-watcher + Google-watcher
- Scheduled auto-audits
- Conditional rules
- Budget & safety guardrails

**Meta writes, Google reads.** The official Meta MCP can create & edit (created entities land paused); Google's official MCP is read-only by design. You'll learn to build each workflow around what's really possible - and put every "if CPA > target, pause" rule in a deterministic platform rule, never the LLM.

## ★ AUTO-PAUSE, THE SAFE WAY

PLATFORM RULE + CLAUDE AGENT

**Trigger** → A CPA rule tripped; the platform has ALREADY paused the ad set. Pull its last 14 days via Meta MCP, diagnose the cause, draft a fix for a human to approve. Don't re-enable anything.

**Agent → PAUSED by rule at 14:00 - Prospecting-Lookalike**
Verdict: creative fatigue (not audience/tracking).
Evidence: freq 2.1→4.3 over 9 days · CPM +27% · CTR halved.
Recommend: keep paused; launch 3 fresh hooks as a NEW ad set (avoids re-triggering learning). **Reply 'go' to stage.**

| 24×7 | 2 | 14 | 0 |
|---|---|---|---|
| AGENTS ON WATCH | WATCHERS, META & GOOGLE, IN PARALLEL | DAYS OF SPEND PER AUDIT PULL | CHANGES WITHOUT APPROVAL |

## WHAT YOU LEAVE WITH

- ✓ Claude Routines that run with your laptop closed
- ✓ Scheduled auto-audits on the cadence you set
- ✓ A Meta-watcher and Google-watcher pair of your own
- ✓ Guardrails in platform rules, never in the prompt

**7am spend auditor.** A cloud-scheduled agent pulls yesterday's Google + Meta spend, re-checks every flagged number twice, and posts the movers to Slack - before the team logs in. Read-only, so it *cannot* touch the budget.

**Multi-agent coordinator.** A Meta-watcher and a Google-watcher run in parallel; a coordinator reconciles spend, spots overlap, and proposes reallocation - every change staged for your approval.

*The agent proposes. The platform - or you - decides.*

EVERY IRREVERSIBLE ACTION WAITS FOR A HUMAN OR A DETERMINISTIC RULE.

THE AGENCY-IN-A-BOX WORKFLOW

# One marketer. *One continuous loop.*

This is what ties the AI pillar together: a repeatable cycle you run from a chat window, with a human approving every irreversible step.

**1 · Create**
Generate hook-tested video & image ads with Higgsfield; polish in Canva.

**2 · Launch**
Stage on Meta via its MCP - entities land paused for you. Google's official MCP is read-only, so Google moves use the Ads API.

**3 · Measure**
Pull results into Claude/Gemini; auto-generate the branded report; feed learnings back.

**Stage 1 · Report only**
Agents read and summarise - nothing can change

**Stage 2 · Writes land paused**
Every created entity waits for your review

**Stage 3 · Live, behind a gate**
Approval or a platform rule - always

**3**
STEPS: CREATE, LAUNCH, MEASURE

**1**
CONTINUOUS LOOP

**You**
ALWAYS APPROVE THE SPEND

**Staged**
REPORT → PAUSED → LIVE, GATED

**The human is always in the loop.** Agents analyse and *propose*; you (or a deterministic platform rule) approve anything that spends money. Staged rollout: reporting first → writes on paused campaigns → live moves only behind an approval gate.

MODULE 3 · AI CREATIVE STUDIO · 4 HOURS ★

# Scroll-stopping ads, *made from a chat window.*

The sharpest targeting can't rescue a boring ad. Turn one brief into a week of creative - UGC video hooks, 4K images, and a consistent brand face - generated via Higgsfield, hook-scored before you spend, and polished in Canva.

- Connect Higgsfield (no API keys)
- 30+ models: Veo · Kling · Seedream
- Virality / hook scoring
- Consistent brand face (Soul)
- Video-to-clip + subtitles
- In-house Seedream banners
- Finish & export in Canva

**Honest by design.** AI faces can look uncanny and AI copy invents facts - so every claim, price and rating baked into a creative is human-verified, and a person art-directs before a dirham is spent.

## ★ THREE HOOKS, SCORED BEFORE YOU SPEND

CLAUDE + HIGGSFIELD MCP

**You** → Generate three 12-15s UGC video hooks for a Dubai real estate agency's off-plan launch - property walkthrough, lifestyle/neighbourhood, agent-testimonial angles. Give me the hook score for each; don't invent prices or handover dates.

**Higgsfield** →
#1 Property walkthrough - hook **85** ✓ strongest open
#2 Neighbourhood lifestyle - hook 74
#3 Agent testimonial - 68 (better for retargeting)
**Recommend #1.** Staged as PAUSED Meta ad set to A/B vs control.
⚠ **Confirm any price or handover-date claim before publishing.**

**Human-checked, every time.** The models generate options fast, but nothing goes live until a person confirms the claims, prices and dates are accurate - the same discipline shown in the Higgsfield worked example above, and the same one that runs through every module in this pillar.

## WHAT YOU LEAVE WITH

- ✓ One brief turned into a week of creative
- ✓ A consistent brand face across every ad
- ✓ Hook scores read before any spend
- ✓ Finished, export-ready files in Canva

| 30+ | 3 | 4K | 0 |
|---|---|---|---|
| HIGGSFIELD CREATIVE MODELS | HOOKS SCORED BEFORE YOU SPEND | IMAGE & UGC VIDEO OUTPUT | API KEYS NEEDED TO CONNECT |

*Ten fresh hooks, tested weekly.*

THE WORKLOAD THAT USED TO NEED A FIVE-FIGURE AGENCY RETAINER - NOW A SINGLE ONGOING BRIEF.

MODULE 4 · AI ANALYTICS, SEO & AUTOMATED REPORTING · 6-8 HOURS

# Ask your data anything. *Ship the report on a schedule.*

Stop exporting CSVs and rebuilding the same client deck every Monday. Connect GA4, Search Console, Ahrefs and Semrush into Claude, Codex and Gemini - diagnose problems by asking, and let an agent build the branded report while your laptop is closed.

**Claude**

Cross-platform performance **narratives** - live pulls into clean tables, plain-English "what changed & why".

**Codex**

Validated data **pipelines** - reconciles the numbers against GA4 so your figures are client-safe.

**Gemini**

Branded **slide decks** in Looker Studio - inserts charts, writes per-chart insight, saves to Drive.

*Three models, three jobs.*

ONE REPORT, RECONCILED AND CLIENT-SAFE BY THE TIME IT LANDS IN YOUR INBOX.

| 6–8 | 6 | 1 | 0 |
|---|---|---|---|
| HOURS, THE DEEPEST MODULE | SOURCES WIRED INTO YOUR AI SEAT | SCHEDULED ROUTINE, LAPTOP CLOSED | CSV EXPORTS, EVER AGAIN |

## WHAT YOU LEAVE WITH

- ✓ GA4, Search Console, Ahrefs & Semrush wired in
- ✓ A branded Monday report that ships itself
- ✓ Diagnosis by asking, in plain English
- ✓ Every figure verified before it sends

★ SCHEDULED WEEKLY REPORT · CLAUDE ROUTINE (CLOUD)

**Every Monday 7am** → Pull last 7 days of Google + Meta for 'Gulf Retail Co', compare to prior week, flag anything >15%, append to the tracking Sheet, post a summary to Slack. Make no account changes.

**Agent** → Spend AED 42,300 (+8%) · ROAS 4.2× (−11%) · CPA AED 69 (+12%). Flagged: Ramadan-Retarget ROAS 5.9→3.1 (fatigue); Brand-Exact impression share 71%→52%. Table appended · summary posted. **Verify figures before sending - a completed run ≠ correct data.**

MODULE 5 · AI LANDING PAGES WITH LOVABLE · 4 HOURS

# Your ad is only as good as *the page behind it.*

A brilliant ad that dumps clicks onto a slow, generic homepage burns budget every hour. Turn a plain-English brief into a live, mobile-fast, conversion-built page in an afternoon - then wire its form straight into your CRM and WhatsApp.

- What Lovable is (AI full-stack builder)
- Brief → live page
- 6 conversion elements
- Message match = the #1 lever
- Wire form → Bitrix24 + WhatsApp + Sheets
- Honest A/B testing
- Close the loop

**Closing the loop.** Ad → Lovable page (with UTMs + conversion tracking) → captured lead → follow-up on WhatsApp → back into the campaign as a conversion signal and a lookalike seed.

## WORKED EXAMPLE · BRIEF TO LIVE PAGE

LOVABLE

**You** → Build a mobile-first landing page for a Dubai Marina off-plan launch. One goal: book a viewing on WhatsApp. Hero matches my ad, RERA-registered agency badge, 4.8/5 from 210 reviews, 3-field form (name, WhatsApp, unit type), sticky WhatsApp button. Store leads in Supabase.

**Lovable** → Live preview: navy hero + gold WhatsApp button, agency accreditation strip, floor-plan gallery, 3-field form, mobile sticky bar. Creates a Supabase **leads** table wired to the form. **Verify the rating & accreditation are real, then publish.**

**Every module ends with a working build, not a checklist.** By the end of this module your own landing page is live, wired to Bitrix24, WhatsApp and Sheets exactly like the worked example - tested with the same honest A/B approach, ready to point your next ad at.

| 6 | 1 | 3 | 0 |
|---|---|---|---|
| CONVERSION ELEMENTS TAUGHT | BRIEF IN, LIVE PAGE OUT | SYSTEMS WIRED: BITRIX24, WHATSAPP, SHEETS | DESIGNERS OR DEVELOPERS NEEDED |

## WHAT YOU LEAVE WITH

- ✓ A live, mobile-fast conversion page from one brief
- ✓ UTMs & conversion tracking installed
- ✓ Its form wired to Bitrix24, WhatsApp & Sheets
- ✓ An honest A/B test, loop closed

**No designer, no developer.** One structured brief, a handful of small edits, and a fast page your ads deserve - built on the exact stack London International™ runs in production.

*The click deserves a page this fast.*

MESSAGE-MATCHED, MOBILE-FIRST, AND WIRED STRAIGHT INTO FOLLOW-UP.

MODULE 6 · THE AI MARKETING TOOLKIT · 3.5 HOURS

# The connectors you'll master – *and the grid that keeps you safe.*

For every connector, two facts decide whether it's safe on an autonomous agent: is it **Official** or third-party, and can it only **Read** or can it **Write** (spend your money)?

**Meta Ads MCP**
Report, and create/edit with sign-off (29 tools).
OFFICIAL · WRITE

**Google Ads MCP**
Live spend & GAQL - read-only by design.
OFFICIAL · READ

**TikTok Ads MCP**
Plan, launch & optimise - GCC-critical.
OFFICIAL · WRITE

**Higgsfield MCP**
AI image + video ad creative, virality-scored.
OFFICIAL · WRITE

**GA4 MCP**
Funnels & segments - your on-site eyes.
OFFICIAL · READ

**Ahrefs MCP**
Keyword gap, backlinks, rank tracking.
OFFICIAL · READ

**Semrush MCP**
Market, keyword & backlink intelligence.
OFFICIAL · READ

**Canva MCP**
Generate & export on-brand designs.
OFFICIAL · WRITE

**BigQuery MCP**
Warehouse-scale reporting & forecasts (Preview).
OFFICIAL · WRITE

**Search Console MCP**
"Quick wins" - page-2 rankings to lift.
COMMUNITY · READ

**Read vs Write is the only switch that matters.** Report-and-analyse tools (Google Ads, GA4, Ahrefs, Semrush, Search Console) can run unattended all day - there's nothing for a hallucinating agent to break. Anything that can spend or publish (Meta Ads, TikTok Ads, Higgsfield, Canva, BigQuery) stays on a human-approved leash. Learn the grid once and you'll apply the same judgement to every new connector that launches after this course.

| 10 | 2 | Read | 1 |
|---|---|---|---|
| CONNECTORS IN THE GRID | FACTS THAT DECIDE SAFETY: OFFICIAL/WRITE | DEFAULT FOR UNATTENDED AGENTS | RULE THAT PROTECTS YOUR BUDGET |

**The one rule that keeps a hallucinating agent off your budget:** never attach a write-capable, spend-touching connector to an unattended autonomous agent. Scheduled agents get **read-only** connectors; every irreversible action waits for a human or a deterministic platform rule.

PILLAR III · DATA ANALYTICS

# Read the numbers. *Don't guess.*

Marketing tells you what to do; data tells you whether it worked. This pillar makes you fluent in both worlds - with a path for coders and a path for those who prefer not to.

*A*

## Programming path

- Python fundamentals
- NumPy & Pandas
- Data visualisation
- Exploratory analysis (EDA)
- SQL for data

**18 case studies**

*B*

## Non-programming path

- Power BI end-to-end
- Metrics & KPIs
- Interactive dashboards
- Trends & cohort analysis
- Storytelling with data

**No code required**

THE STACK YOU'LL LEARN

**Two paths, one destination.** Every module includes hands-on practice, whether you're writing Python or building dashboards in Power BI - the outcome is the same fluency with numbers.

| 2 | 18 | 7 | 0 |
|---|---|---|---|
| PATHS: PROGRAMMING & NON-PROGRAMMING | CASE STUDIES, PROGRAMMING PATH | TOOLS IN THE STACK | CODE REQUIRED, NON-PROGRAMMING PATH |

**Take one path or both.** Combine Digital Marketing with either analytics path - or the full stack - for one of the most employable skill profiles in the Gulf market.

*Every decision, backed by numbers.*

PYTHON OR POWER BI - EITHER PATH GETS YOU TO FLUENCY.

## Data Analytics - Programming

18 HANDS-ON CASE STUDIES

### 1 Python fundamentals 2 CASE STUDIES

Variables, data types, operators, flow control, functions, lists, tuples, dictionaries - the language every data tool speaks.

### 2 Python for data science 3 CASE STUDIES

NumPy arrays & vectorised maths; Pandas DataFrames - loading, selecting, modifying and aggregating real datasets across industries.

### 3 Data visualisation 3 CASE STUDIES

Matplotlib & Seaborn - bar, histogram, box, time-series and scatter plots; statistical and quantitative comparisons that reveal the story.

### 4 Exploratory data analysis 5 CASE STUDIES

Cleansing & missing-data handling, sampling, partitioning, normalisation, transformations, imputation - turning messy data into analysis-ready data.

### 5 SQL for data science 5 CASE STUDIES · MYSQL

Query and manage data at the source - the skill that lets you pull exactly what you need without waiting on anyone.

**Programming meets analysis.** Python and SQL are covered together so you can pull, clean and visualise data end to end - no switching tools, no gaps in the workflow.

| 5 | 18 | 2 | 1 |
|---|---|---|---|
| MODULES, PYTHON TO SQL | HANDS-ON CASE STUDIES | LIBRARIES: NUMPY & PANDAS | LANGUAGE EVERY DATA TOOL SPEAKS |

**Every module is case-study driven.** You don't watch someone code - you build working analyses on datasets from multiple industries, the way you will on the job.

*Pull, clean, visualise - end to end.*

PYTHON AND SQL TOGETHER, SO THERE'S NO GAP IN THE WORKFLOW AND NO WAITING ON ANYONE.

## Data Analytics - Power BI

ANALYSE WITHOUT WRITING CODE

### 1 Getting started with Power BI

The interface, importing data, cleaning & transforming, calculated columns, and building your first charts, graphs and tables.

### 2 Metrics & KPIs for marketing

Website traffic, conversion rates, engagement, cost-per-acquisition - set up dashboards that track the numbers that matter, and know what they mean.

### 3 Analysis & visualisation techniques

Interactive reports, drill-downs and slicers; time-series and cohort analysis; publishing and sharing insights with stakeholders.

### 4 Storytelling with data

Turn a dashboard into a decision - build compelling narratives that make non-technical stakeholders act on what the data says.

**Power BI turns raw numbers into a story you can act on.** Every module includes hands-on practice, so by the time you reach the storytelling stage you're not just reading a dashboard - you're building one, and using it to make the case for a decision. Pair it with the AI pillar and the report writes half of itself.

| 4 | 0 | Live | 1 |
|---|---|---|---|
| POWER BI MODULES | CODE REQUIRED | INTERACTIVE REPORTS & SLICERS | DASHBOARD, DECISION-READY |

*From first chart to boardroom slide.*

THE SAME FOUR MODULES THAT GET YOU COMFORTABLE WITH POWER BI ARE WHAT GET A STAKEHOLDER TO SAY YES.

**AI multiplies this too.** Once you can build a dashboard, the AI pillar teaches you to pull the data into Claude and Gemini and have the report - and the insight commentary - generated for you. See Module 4

THE PAYOFF

# A rare skill set *the Gulf is hiring for right now.*

AI fluency has gone from "nice to have" to the line that separates candidates. You'll leave able to prove all three: marketing, data, and AI.

**Get hired**
Step into performance marketing, paid media, SEO or marketing-analyst roles with a portfolio of real campaigns and dashboards.

**Get promoted**
Become the person on your team who runs the AI agents and owns the reporting - the one leadership can't replace.

**Go independent**
Freelance or run an agency-of-one: deliver creative, campaigns and reports that used to need a whole team.

## THE CLIMB THIS OPENS

**Specialist**
ADS · SEO · SOCIAL

**Performance Marketer**
OWNS THE NUMBERS

**Marketing Manager**
LEADS THE STRATEGY

**Head of Growth**
OWNS THE OUTCOME

## WHAT YOU WALK IN WITH

- A portfolio of real campaigns and dashboards - louder than any CV line
- Deliverables you can sell independently
- Ownership of the AI agents and the reporting
- Proof across all three skill sets, in one profile

*Marketing, data, AI - one person, three skill sets.*

THE COMBINATION THE GULF HIRING MARKET CAN'T YET FILL.

| 3 | 4 | 3 | 1 |
|---|---|---|---|
| DOORS: HIRED, PROMOTED, INDEPENDENT | RUNGS ON THE CLIMB | SKILLS IN ONE PROFILE | RARE COMBINATION, SCARCE IN THE REGION |

**Why the intersection pays.** Marketers are common. Data-literate marketers are rarer. Marketers who also command AI agents to run and optimise campaigns are almost non-existent in the region - and scarcity is exactly what commands the salary and the freelance premium.

RECOGNISED. CREDIT-BEARING. GOVERNMENT-ATTESTED.

# Certificates that *actually carry weight.*

On completion you earn multiple credentials - the kind employers and clients across the UK and UAE recognise.

### London CPD Certification

United Kingdom - Continuing Professional Development certification, issued on course completion.

### KHDA - Govt of Dubai

Knowledge & Human Development Authority attested certificate of completion from the Government of Dubai's education authority.

### Google Certification

Full preparation for the industry-standard Google certifications (Ads & Analytics), sat through Google's own exams - the qualifications recruiters filter for.

AI

### + AI Marketing Tools Proficiency

A London International™ certificate confirming hands-on command of the 2026 AI marketing stack - Claude, Codex, Gemini and the official ad-platform connectors. The credential almost no other course in the region can issue.

**All three credentials, one enrolment.** No add-ons, no separate exam bookings to chase - the CPD certification, KHDA attestation and Google certification prep are built into the same course fee, alongside the AI Marketing Tools Proficiency credential above. Every module includes hands-on practice, so the paperwork reflects work you've actually done, not just seat time.

### Who stands behind them

- UK CPD register
- Government of Dubai
- KHDA attested
- Google's own exams

### One enrolment covers it

- No add-ons
- No separate exam bookings
- Built into the course fee
- Earned by real work

**3**
CREDENTIALS: CPD, KHDA, GOOGLE

**+1**
AI MARKETING TOOLS PROFICIENCY

**UK & UAE**
RECOGNISED ACROSS BOTH

**Rare**
CREDENTIAL ALMOST NO OTHER COURSE ISSUES

*Over a decade of training the GCC's professionals.*

LONDON INTERNATIONAL STUDIES & RESEARCH CENTER™ - UK-ROOTED, TRUSTED ACROSS THE GULF.

THREE TIERS · ONE FREE CONSULTATION

# Choose your path. *We'll confirm your number, honestly.*

Every tier is built around live-project learning and full certification. What changes is how much support, flexibility and one-to-one time you get.

| What's included | Starter | Advanced | Maestro |
|---|---|---|---|
| Full practical course + all tool access & audits | ✓ | ✓ | ✓ |
| Weekend / weekday live sessions | ✓ | ✓ | ✓ |
| CPD-UK · KHDA · Google certification | ✓ | ✓ | ✓ |
| Repeat sessions until you're expert | - | 2× | Unlimited |
| Flexible learning - choose your time | - | - | ✓ |
| Session recordings - rewatch anytime | - | - | ✓ |
| Live trainer support | - | - | ✓ |
| 24×7 campaign support for your projects | - | - | ✓ |
| 1-on-1 expert mentoring | - | - | ✓ |
| **Your investment** | Confirmed in your free consultation | | |

**Not sure which tier fits?** That's exactly what the free consultation is for - walk through your goals, your available time, and how much one-to-one support you want, and we'll point you to the right starting tier. Every module includes hands-on practice, whichever path you choose.

| 3 | 15 min | 24×7 | 0 |
|---|---|---|---|
| TIERS TO CHOOSE FROM | FREE CONSULTATION | CAMPAIGN SUPPORT (MAESTRO) | PRESSURE, NO FUNNEL |

**Why no price on the page?** Your number depends on the pillars you choose - Marketing, Data Analytics, or the full AI-powered stack - and on live enrolment offers. So we quote it fresh, in writing, after a free 15-minute consultation. No pressure, no funnel.

FLEXIBLE, LIVE & ON YOUR SCHEDULE

# Learn around your life, *7 days a week.*

Access your learning portal, see the live sessions available, and book the times that suit you - with support every day of the year.

| 10:30 AM | 12:45 PM | 3:30 PM | 24×7 |
|---|---|---|---|
| MORNING SESSION | AFTERNOON SESSION | EVENING SESSION | SUPPORT, 365 DAYS |

### How your learning runs

- ✓ Live interactive sessions you book yourself
- ✓ Learning portal with all materials & recordings
- ✓ Real projects from your first session
- ✓ Repeat any session until it clicks

✦ CURRENT INTAKE ✦

## New cohort enrolling now

Ask about this month's enrolment offer in your free consultation.

### Never miss a session

- ✓ Book the 10:30 AM, 12:45 PM or 3:30 PM slot that suits your day
- ✓ Recordings land in your portal the moment a session ends
- ✓ Support runs 24×7, 365 days - never wait until Monday

✦ BUILT FOR YOUR WEEK ✦

Three live sessions a day, seven days a week, with a portal that never closes - so the only thing standing between you and the next module is your own calendar.

| 3 | 7 | 365 | Repeat |
|---|---|---|---|
| LIVE SESSIONS DAILY | DAYS A WEEK, SUPPORT INCLUDED | DAYS OF THE YEAR, COVERED | ANY SESSION, UNTIL IT CLICKS |

### On campus

Cluster W, Oak Liwa Heights, Jumeirah Lakes Towers, Dubai - live classes with your trainer in the room.

### Live online

The same live, interactive sessions across the GCC - same trainers, same projects, same certification.

**15 modules, 12+ channels · triple certification.** Marketing, AI & Automation, and Data Analytics - one programme, built to make you job-ready in the fast-paced Gulf market from the day you finish.

*Three sessions a day. Seven days a week.*

BOOK WHAT FITS, REWATCH WHAT YOU MISSED, REPEAT UNTIL IT CLICKS.

BEFORE YOU ENROL

# Your questions, *answered straight.*

### Do I need a marketing or coding background?

No. We start from zero and build up. The Data Analytics programming path teaches Python from scratch, and there's a full non-programming (Power BI) path if you prefer no code.

### Do I need to be technical to use the AI tools?

Not at all. Connecting an AI agent to Meta or Google is a sign-in, not coding - you approve a connection and then talk to it in plain English. We teach the safety rules so you're never at risk.

### Are the sessions live or recorded?

Live and interactive - you book them at your convenience. Maestro tier also gives you recordings to rewatch any time.

### Will these AI tools cost me extra?

Some connectors (like Ahrefs or Higgsfield) run on their own subscriptions or credits. We teach you exactly which are free, which are paid, and how to budget - honestly, up front.

### Is this recognised in the UAE?

Yes - you receive a KHDA-attested certificate (Government of Dubai), a UK CPD certification, and full preparation for Google's own certification exams.

### Can an AI really run my ads on its own?

It can monitor, analyse and propose - but by design a human (or a deterministic platform rule) approves anything that spends money. We teach that guardrail as a hard rule, not an afterthought.

### How soon can I start?

A new cohort enrols now. Book a free consultation and we'll set you up with portal access and your first session quickly.

### What does it cost?

It depends on the pillars you choose and current enrolment offers, so we quote it fresh in a free 15-minute consultation - in writing, no pressure.

### Where do the sessions run?

On campus at Cluster W, Oak Liwa Heights, JLT, Dubai - or live online across the GCC. Same trainers, same projects, same certification either way.

### What if I miss a session?

You book slots that suit you (10:30 AM, 12:45 PM or 3:30 PM), you can repeat sessions until it clicks, and Maestro tier adds recordings to rewatch anytime.

### Which tier should I pick?

Starter, Advanced or Maestro - it depends on how much repetition, flexibility and one-to-one support you want. The free consultation maps you to the right one.

### Is it really hands-on?

Yes. Every module includes hands-on practice - you leave with live campaigns, working agents, dashboards and a landing page you built yourself.

LONDON INTERNATIONAL™

STUDIES & RESEARCH CENTER

# Become the marketer who commands AI.

*Your free consultation is one message away.*

### 1 Message us

WhatsApp or call - a course expert answers.

### 2 Free consultation

We map the right pillars & tier for your goal.

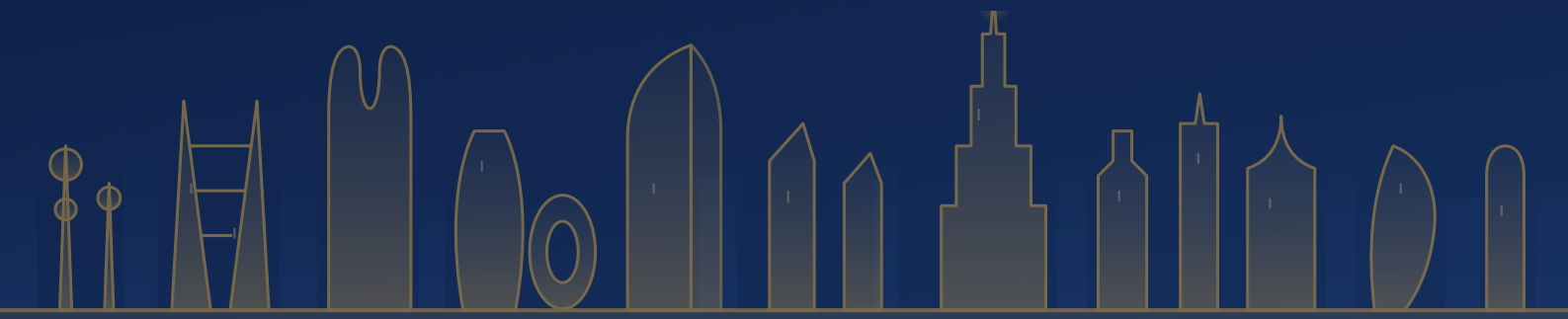
### 3 Enrol & build

Book live sessions and start on day one.


**+971 58 958 3070**
Call or WhatsApp an advisor

**support@lisrc.co.uk**
Email the team

**www.lisrc.co.uk**
Explore the programme

**Cluster W, JLT - Dubai**
Oak Liwa Heights · on campus & online

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