



AI+ Microsoft 365 Copilot Marketing Specialty™

Certification



Executive Summary

The AI+ Microsoft 365 Copilot Marketing Specialty certification equips professionals with the skills to leverage Microsoft 365 Copilot in enhancing marketing strategies. This certification focuses on integrating AI tools within marketing workflows to streamline processes, optimize customer interactions, and drive measurable results. It covers the key features of Microsoft 365 Copilot, including data-driven insights, content generation, and workflow automation. Professionals will gain expertise in using AI to elevate marketing campaigns, improve productivity, and ensure effective decision-making. This certification demonstrates proficiency in harnessing the power of AI for innovative and efficient marketing solutions.



Prerequisites

- **Basic Understanding of AI Tools:** Familiarity with AI concepts and applications.
- **Proficiency in Microsoft 365:** Knowledge of core Microsoft 365 tools and functionalities.
- **Marketing Fundamentals:** Understanding of core marketing principles and strategies.
- **Data Analysis Skills:** Ability to interpret and analyze marketing data.
- **Content Creation Experience:** Familiarity with creating digital content for marketing.

Exam Blueprint

Number
of Questions

50

Passing
Score

35/50 or 70%

Duration

90 Minutes

Format

**Online via AI
Proctoring platform**

Question Type

**Multiple Choice/Multiple
Response**

Exam Overview

Module	Weight
Introduction to Microsoft 365 Copilot & AI in Marketing	8%
Core Copilot Skills for Marketing	16%
Advanced Copilot Applications in Marketing	16%
Copilot Studio Agent for Marketing	15%
Optimizing Copilot in Marketing	15%
Responsible AI with Copilot — Policy, Safety & Trust	15%
Capstone Project — End-to-End Marketing with Copilot	15%
	100%

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AI⁺

Microsoft 365 Copilot
Marketing Specialty™

Certification Modules

Module 1

Introduction to Microsoft 365 Copilot & AI in Marketing

1.1 The Rise of AI in Marketing

1.2 Meet Microsoft 365 Copilot for Marketing

1.3 Copilot & Microsoft Graph: Secure Brand and Data Integration

1.4 Intro to Responsible AI in Marketing:

1.5 Case Study: Pulse Creative Agency

Module 2

Core Copilot Skills for Marketing

2.1 Introduction to Microsoft 365 Copilot

2.2 Creating Ad Copy and Campaign Messages

2.3 Campaign Presentation Design

2.4 Blog & Social Media Content Creation

2.5 Case Study: BrandHive

Module 3

Advanced Copilot Applications in Marketing

3.1 Generating A/B Testing Variations

3.2 Personalized Email Campaigns

3.3 Using Copilot for Market Trend Analysis:

3.4 Case Study: FreshWave Foods:

Module 4

Copilot Studio Agent for Marketing

4.1 Introduction to Copilot Studio

4.2 Designing a Content Request Agent

4.3 Building a Brand Guidelines Q&A Agent

4.4 Case Study

Module 5

Optimizing Copilot in Marketing

5.1 Prompt Refinement for Tone and Messaging:

5.2 Integrating Copilot with Analytics Dashboards

5.3 Case Study: AdSphere

Module 6

Responsible AI with Copilot — Policy, Safety & Trust

6.1 Principles in Practice

6.2 Data Protection & Compliance

6.3 Bias, Hallucination & Human Oversight

6.4 Operationalizing Responsible AI

Module 7

Capstone Project — End-to-End Marketing with Copilot

7.1 Introduction and Aim of the Capstone

7.2 Project Overview and Learning Objectives

7.3 Tools Used

7.4 Detailed Step-by-Step Hands-On Guide

Certification Outcome

Upon completing the AI+ Microsoft 365 Copilot Marketing Specialty course, learners will gain proficiency in leveraging Microsoft 365 Copilot's AI-powered features to enhance marketing strategies. They will be equipped to automate tasks, generate high-quality content, and analyze data to optimize marketing campaigns. Learners will understand how to integrate AI into their marketing workflows to improve customer engagement and decision-making. This certification will enable them to streamline marketing processes, increase efficiency, and apply data-driven insights to drive impactful results. Learners will be prepared to use AI tools effectively, positioning themselves as valuable assets in marketing innovation.



Market Insight

The AI+ Microsoft 365 Copilot Marketing Specialty certification addresses the growing demand for AI-driven marketing solutions. As businesses increasingly rely on data and automation to enhance customer engagement, this course equips professionals with the skills to optimize marketing strategies using Microsoft 365 Copilot.



Value Proposition

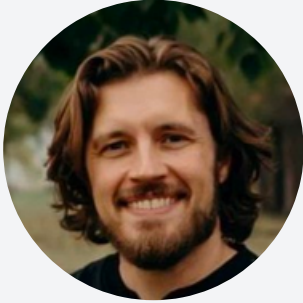
This course offers a comprehensive understanding of integrating AI into marketing workflows, enhancing content creation, and improving customer insights. By mastering Microsoft 365 Copilot, learners can drive more efficient, data-backed marketing campaigns, boosting productivity and business growth while ensuring measurable results.



Additional Features

The certification includes hands-on training with real-world scenarios, guided by expert instructors. Learners will gain access to practical tools for automating marketing tasks, enhancing team collaboration, and improving decision-making through data insights. The course also features post-certification resources for continued learning.

AI Experts



Jason Kellington

AI Expert

As a consultant, trainer, and technical writer with more than 25 years of experience in IT, I specialize in the development and delivery of solutions focused on effective and efficient enterprise IT.



Justin Frébault

AI Expert

I'm a boutique data consultant specializing in data mesh and lakehouse solutions. I've dedicated my career to helping organizations transform their approach to data, moving beyond mere knowledge.



J Tom Kinser

AI Expert

I have over forty years of experience in software development, data engineering, management, and technical training. I am a Microsoft Certified Trainer and a software developer, holding multiple certifications.



Terumi Laskowsky

AI Expert

Country Manager for Global Consulting Services in Japan, Specialties: Information Security (Compliance, Policy, Application, Host, Network)

The logo for AI CERTs features the letters 'AI' in a bold, yellow, sans-serif font. To the left of 'AI' is a stylized yellow icon of a circuit board with three lines extending from the top. To the right of 'AI' are the letters 'CERTs' in a white, bold, sans-serif font. A registered trademark symbol (®) is positioned to the upper right of the 's' in 'CERTs'.

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