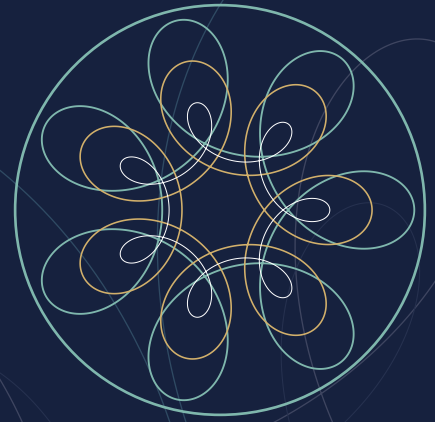




International Institute of
Applied AI Technology



Course guide for AI-CMO

Certified AI Executive: Chief Marketing Officer

Lead marketing's use of AI: customer insight and personalization, generative content and brand, marketing law and consumer trust, and measurement the CFO can rely on.

About This Course Guide

Lead marketing's use of AI: customer insight and personalization, generative content and brand, marketing law and consumer trust, and measurement the CFO can rely on.

This course guide outlines the AI-CMO certification: who it is for, what the exam is like, and what each module covers. It is written for senior leaders and concentrates on the decisions AI asks of them.

When you enroll, you receive the full study guide, which teaches each module in depth with worked examples, key terms, exercises and a glossary, to prepare you for the exam.

How the Program Is Organized

- Part 1: Executive core (modules 1 to 4). Part 1 is the same in every executive certification.
- Part 2: Chief marketing officer (modules 5 to 8). Written for chief marketing officers.

The exam draws on both parts.

Experience. Anyone can take this certification. It is written for experienced leaders, and we recommend it for people who hold, or are preparing for, a senior leadership role.

Who It Is For	Chief marketing officers, chief customer and brand officers, and senior marketing leaders who set marketing strategy, own the brand and answer for marketing results.
Recommended Experience	Open to anyone. Recommended for people with several years in senior leadership, such as leading a marketing function or a major brand or marketing team.
Study Time	About 40 hours
Exam	50 multiple-choice questions in 90 minutes, online. Pass mark 75%. Up to 3 attempts within 12 months of enrolling.
Certification	Valid for 3 years, with a downloadable certificate and a verifiable credential number.

Learning Outcomes

When you have completed this program you will be able to:

- Explain what AI can and cannot do, test a team's or vendor's claims, and count the true cost of using it
- Choose where AI creates value, build a business case on measured baselines, and move pilots to scale or stop them
- Set accountability, risk controls and compliance for AI using recognized frameworks and regulation

- Lead the organization through AI: operating model, skills, workforce commitments, change and adoption
- Use AI for segmentation, personalization and next-best-action within clear limits, and plan for discovery through AI answer engines
- Run generative content operations that protect brand voice, quality and safety, disclose synthetic content and respect rights in content and likenesses
- Keep AI-driven marketing within the law on truthful advertising, consent, reviews and endorsements, and children's data in each market
- Measure marketing's incremental effect, manage agencies and platforms, and shape the team and budget for AI

The Exam and Where the Questions Come From

- Format: 50 questions in 90 minutes. The pass mark is 75%.
- Question bank: 144 questions. Each attempt draws 50, spread evenly across the 8 modules (about 6 each), so no attempt skips a topic and retakes get a different mix.
- Question style: Plain-English executive situations based on recognized practice: NIST's AI Risk Management Framework, the ISO/IEC 42001 AI management system standard, advertising, consumer protection, anti-spam, AI and privacy laws in the US, Canada, the EU and the UK, advertising codes and regulator guidance on claims, reviews and endorsements, and standard marketing measurement practice, including holdout experiments, incrementality testing and marketing mix modeling. Most ask what an executive should do, decide or ask, or what a result means. A few are short calculations, such as incremental return on ad spend, customers retained or the size of a mailable list. Questions on law test principles that apply in most countries; where a rule belongs to one country, the question names it and the study guide teaches it.

Module Outline

The AI-CMO syllabus has 8 modules. Each one below is outlined with its main topics; the exam draws on all of them.

Part 1: Executive Core

Part 1 is the same in every executive certification.

Module 1

AI Essentials for Executives

Leaders do not need to build AI, but they do need to judge it. This module explains the main kinds of AI system, what models can and cannot do, why data sets the limits, how AI costs behave, and the vocabulary and tests a leader needs to question a team or a vendor.

- Rule-based systems, machine learning, generative AI and AI agents
- What models do and where they fail: errors, bias, drift and explainability
- Data, economics and the vocabulary for questioning teams and vendors
- Spotting hype and testing vendor claims on your own data

Module 2

AI Strategy, Value and the Business Case

AI is worth funding only where it changes a measure that matters. This module covers where AI creates value, how to build and rank a portfolio of use cases, when to build, buy or partner, how to write a business case that counts the full cost and tracks realized benefit, and how to move from proof of concept to scale or stop.

- Where AI creates value and how to measure it
- Use-case portfolios: value, feasibility and risk; build, buy or partner
- The business case: baselines, total cost of ownership, payback and ROI
- Proof of concept, pilot and scale; why pilots stall; stage gates

Module 3

AI Governance, Risk and Regulation for Leaders

AI needs clear owners, a view of what is in use and controls that match the risk. This module covers accountability structures, risk tiering, the main frameworks and standards, how AI and privacy law apply in the US, Canada and the EU/UK, and the confidentiality, security, vendor and incident risks that leaders must manage.

- Accountability, the AI governance committee, RACI and the three lines
- AI inventory, risk tiering and risk appetite
- NIST AI RMF, ISO/IEC 42001, and AI and privacy law across jurisdictions
- Confidentiality, AI security, vendor risk and incident response

Module 4

Leading People and the Organization Through AI

AI value depends on how people and work are organized around it. This module covers operating models and leadership roles, AI literacy, workforce impact and honest commitments, change management, shadow AI and acceptable use, and how to measure real adoption and lead by example.

- Operating models and AI leadership roles
- AI literacy and workforce impact: tasks, redesign and reskilling
- Leading change: Kotter's eight steps, involvement and resistance
- Shadow AI, acceptable use, real adoption and communication

Part 2: Chief Marketing Officer

Written for chief marketing officers.

Module 5

AI in Marketing Strategy and Customer Insight

AI changes how marketers understand customers, decide what to say to each one and how customers find a brand in the first place. This module looks at those shifts from the CMO's seat: segmentation and insight, personalization and its limits, next-best-action decisioning, and the move from search results to AI answer engines, together with the first-party data that all of them depend on.

- Segmentation, prediction and customer insight
- Personalization and where it stops helping
- Next-best-action decisioning and contact policy
- AI answer engines and the future of discovery

Module 6

Generative Content and the Brand

Generative AI lets a marketing team produce more content, in more versions, faster than ever. This module covers running content operations at that scale, keeping brand voice and quality under control, protecting brand safety, telling audiences when content or people are synthetic, and managing rights in generated content, likenesses and voices.

- Content operations and the human review model
- Brand voice, quality control and brand safety
- Disclosure of AI-generated content and synthetic people
- Intellectual property, likeness and voice rights

Module 7

Marketing Law and Consumer Trust

Most marketing law was written before AI, and all of it still applies. This module teaches the principles that hold in most markets and how AI tests them: truthful advertising and claims about AI, consent and privacy in targeting, email and messaging rules, fake reviews and endorsements, and the extra protection owed to children, with examples from the US, Canada, the UK and the EU.

- Truthful advertising, substantiation and claims about AI
- Consent and privacy in targeting and tracking
- Email, text and messaging rules in the US, Canada, the UK and the EU
- Reviews, endorsements and marketing to children

Module 8

Measurement and the Marketing Organization

AI makes marketing easier to automate and harder to measure, as tracking weakens and platforms grade their own results. This module covers the measurement methods a CMO can defend to the CFO, from attribution to incrementality tests and marketing mix modeling, and then the organization around them: agency and platform contracts, skills and team design, and how budgets should shift.

- The limits of attribution and why incrementality matters
- Incrementality testing and marketing mix modeling
- Agency and platform relationships and contracts
- Skills, team design and budget shifts

Preparing for the Exam

The AI-CMO exam has 50 multiple-choice questions drawn from every module. You have 90 minutes and need 75% to pass.

Before You Start

- Read this outline and decide whether the program fits your experience.
- Enroll to receive the full study guide, then work through every module and its exercises.
- Set aside uninterrupted time for the exam. The timer keeps running if you leave the page.

Taking the Exam

Log in to your account on the Institute's website and choose Take the exam. Check that your name is shown exactly as it should appear on your certificate. Your result is shown as soon as you submit, and if you pass, your certificate and credential number are issued straight away.

Each enrollment includes 3 attempts within 12 months of enrolling, and an attempt counts as soon as you start it. If you don't pass, you can try again after 24 hours. Each attempt draws a different set of questions.



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