

AI Powered Marketing Bootcamp

100% Free

via Bildungsgutschein

All contents at a glance

Become a Digital Marketing Specialist – your path to launching campaigns powered by AI. Our intensive, hands-on bootcamp equips you with the skills to master digital marketing – from content creation and campaign strategy to automation and analytics. You'll learn how to reach target audiences, use tools like Google Ads, Meta Ads, and ChatGPT, and apply AI to optimize every step of the marketing funnel. Step by step, you'll gain practical experience by working on real-world projects using the latest platforms and AI technologies.

Whether you're coming from marketing, design, tech, or an entirely different background, our experienced coaches and collaborative learning environment will prepare you for one of the most in-demand roles in the digital industry. Fully fundable via Bildungsgutschein.

NEW!
AI-optimized

Digital Marketing Foundations

- Marketing Funnel & Customer Journey Basics
- Buyer Personas & Targeting Strategies
- Brand Positioning & Messaging
- Content Creation Fundamentals (Text, Image, Video)
- Marketing Channels: Owned, Earned, Paid
- SEO Basics & Google Ads Overview

AI Tools for Marketing

- Intro to Generative AI (ChatGPT, GPTs)
- Prompt Engineering for Marketing Tasks
- AI-driven Content Creation (Text, Visual, Audio)
- Social Media Automation with AI
- AI Tools for Campaign Ideation & Planning
- Legal & Ethical Use of AI in Marketing

Campaign Planning & Execution

- Campaign Strategy & Budget Planning
- Content Calendars & Omnichannel Planning
- Performance Marketing Tactics (Search, Social, Display)
- Influencer & Community Marketing
- Email Marketing & Lead Nurturing Automation
- Tools: Meta Suite, Mailchimp, Canva, Google Ads

Marketing Analytics & Optimization

- Setting KPIs & Measuring Performance
- Google Analytics & Looker Studio
- UTM Tracking & Conversion Funnels
- A/B Testing & Optimization Loops
- Data-Driven Decision Making

AI Automation & No-Code Tools

- Intro to No-Code Tools (Make.com, Zapier)
- Building Marketing Workflows with Automation
- CRM Integrations & Customer Segmentation
- Creating Chatbots for Lead Qualification
- Real-time Personalization with AI

Portfolio Project & Career Prep

- Capstone Project (Plan, Launch, Optimize a Full Campaign)
- Build a Job-Ready Marketing Portfolio
- Career Coaching & Interview Training
- Guidance on Applying for Digital & AI Marketing Roles

Soft skills

Teamwork

Problem solving

Communication

Time management

Adaptability

Attention to detail

Patience

Self-motivation

The curricula presented here represent an exemplary orientation for the course content. We expressly reserve the right to make adjustments to the content and sequence for didactic and organizational reasons as well as to adapt to the state of the art and the current requirements of the job market, without this affecting the character of the course and the overall quality of the content.

With us to the next (job) level

40%

average
percentage of women
in our bootcamps

2

Locations

on campus or remotely
from anywhere

7000+

Successful graduates

70+

Coaches with practical experience

Learn from the best: our coaches are
industry experts

2

-language bootcamps

We offer our bootcamps in
German and English



Accredible

This is us

Since 2018, neue fische has been offering a training and qualification program for IT professions that is unique in Germany. The team trains career changers and those returning to work in short boot camps to become qualified software, data and cloud talents and then brings them together with exciting employers from its network of over 70 partner companies.

Certified. Education with quality

"The company neuefische GmbH impresses with a very promising training program with a modern methodical approach. The high level of professionalism, the excellent industry networking and the innovative practical expertise of the management should be emphasized."
from the audit report

We support you *in getting started*

- »» 6.300 successful graduates
- »» Expert coaches with practical experience
- »» 100% Financed with the education voucher



»» neue fische

Our Career Development in a Nutshell

At the heart of our Career Service is our Learning Management system (LMS). Here, our course participants receive career tips and support from the preparation of application documents to job search strategy and personal branding - all from a single source. We make sure you are well prepared for your job search. Our Career Service prepares our students not only theoretically but also practically for the demands of the market.

Phase 1

Getting to know each other:

Identification of skills

Phase 2

Sharing insider knowledge:

Understanding the job market

Phase 3

Tips for starting your career:

Milestones and successful completion

Phase 4

We connect:

Networking events to make contacts

- Interview Workshops
- Job Changing Strategies and Career Paths
- Salary negotiations
- Career Cupid: Networking event with companies, online and onsite (Berlin + Hamburg)
- Alumni "Ask me anything"
- Recruiters "Ask me anything"
- Professional Panels and Q+A
- Career Roadmap for international students

What are the career opportunities?

Jobs in the IT industry are constantly evolving. Here are just a few examples of job opportunities after completing an IT bootcamp:

AI Digital Marketer

Digital Marketing Specialist

AI Marketing Analyst

We have the options, *you* have the choice!

How much time do you have? → What do you want to learn?
Where do you want to study? → How do you want to pay?

95%
successful
completion
rate



What fits into your life right now?

No matter what life situation you're currently in, whether you're a university dropout, a job changer, a parent on parental leave or on the next career leap - with us you can learn when, how and where you want.

Which bootcamp do you choose?

Students can complete their bootcamp with us full-time in 12–16 weeks (Mon–Fri, 8:30 AM – 6:30 PM). Whether you join remotely (live online) or attend in person on campus depends on the specific bootcamp and your personal preferences

How do you want to finance your bootcamp?

We offer you various financing options for your coding bootcamp so that you can realize your dream job in the tech industry. Whether 100% free of charge with an education voucher from the Federal Employment Agency, as a self-payer or installment payer or with a scholarship for women or international students.

»Our team has trusted neuefische for quite some time now and their knack for supporting career changers. The constructive communication and high quality of training constantly show us that a candidate's CV is not the deciding factor..«



Robert Neuhan,
Recruitment Lead DACH
bei **Accenture Song**

Über 70 Partnerunternehmen fischen in unserem Teich nach Talenten

The
Information Lab



DIS AG

Please get in touch with us at:

+49 40 22859616

studienberatung@neuefische.de