

• LIVE ONLINE / MACEDONIAN / 16 WEEKS

Marketers Academy

The practical AI program for marketers who want AI to run their entire marketing workflow.

No code needed

16 weeks

Real client project

Demo Day

STARTS

October 5

SCHEDULE

Tue & Thu

TUITION

950€

Enroll now →

The only Career AI Academy for Marketers in Macedonia

Sixteen weeks with a clear structure and a bias toward doing. Every module ends in real marketing work you produce with guidance from our team, not a take-home exercise. You build an AI marketing team around yourself and learn to direct it, then deliver for a real client and present in person.

35–50%

higher pay for AI specialists vs. peers without AI skills

7000+

people from the region already made the switch with us

97M

new AI-related jobs opening worldwide (WEF)

4.9/5

average rating · #1 EdTech centre in the region

WHAT YOU'LL BECOME

AI FOR MARKETERS

A one-person marketing team

Become an AI-native marketer. Research, write, design, automate, launch and measure with AI every day. You direct, check and decide while AI drafts, produces and proposes. No coding or design background required.

Content & creative

Automation & agents

Full-funnel with AI

WHO IT'S FOR

In-house marketers, agency marketers and freelancers, business owners doing their own marketing, and career-changers entering the field. Beginners are supported by an optional weekly on-ramp.

22 AI SOLUTIONS

Learn from the team that shipped it in the real world.

22

We've implemented 22 AI solutions for businesses across Macedonia, Croatia and Slovenia. Your mentors teach the exact tools and methods they use on live client work, not theory. You finish by doing the same for a real client.

Sixteen weeks, all marketer-specific and independent from our other academies. Every module produces real marketing work. Four mentored case-study projects build your skills, then a real client project and your own final project close the program.

WK	AI FOR MARKETERS	PROJECT / MILESTONE
1	Foundations + AI research, personas & competitor analysis ChatGPT · Claude · Gemini · Perplexity · Competitor Analysis	01 Competitor Analysis
2–3	AI Content Engine, copy, brand voice, visuals, decks Claude Projects · Custom GPTs · Midjourney · Gamma	02 Content Engine
4	AI Web Builder, vibe-code landing pages & tools Lovable · Replit · Bolt · Vercel	Ship It Live
5–6	Marketing Automation, n8n fundamentals & AI builder n8n · Make	Smart Workflow
7–8	AI Creative Studio, video, UGC, avatars, voice Sora · Veo · Runway · HeyGen · ElevenLabs	03 UGC Campaign
9	Marketing Agents, no-code agents that act n8n · Claude Code · Claude Cowork	Marketing Agent
10–11	Paid Ads & Performance, Meta & Google with AI Meta Ads · Google Ads · GA4	04 Campaign Launch
12	SEO & AEO/GEO, visibility in search and AI answers Search Console · Perplexity · schema	SEO/AEO Plan
13	Analytics + your personal AI marketing system GA4 · Looker Studio · Claude Projects	Marketing Team OS
14–16	Real client project: audit, strategy, build, with the client joining periodically. Plus your own Standalone Final Project. Full toolkit from the program	Client Project → Demo Day

Beginner Track: an extra session per week on selected weeks (AI from zero, prompting, automation logic, creative tools, ads and SEO basics) so beginners keep pace. · The real client project is presented in person to the client up to 4 weeks after the program; graduation is a physical Demo Day with diplomas.

WEEK 1 · FOUNDATIONS + RESEARCH

Build your AI Researcher

The AI-native mindset and the human-in-the-loop habit, plus a hands-on tour of ChatGPT, Claude and Gemini. Run AI-powered market, audience and competitor research, build personas and an ICP, and ship a competitor intelligence report with the Competitor Analysis tool.

WEEKS 2–3 · CONTENT ENGINE

Build your AI Copywriter & Designer

Build a brand voice the AI writes in and produce copy for every format. Generate on-brand visuals with Midjourney, Nano Banana and Canva, and decks with Gamma, all inside one repeatable content system.

WEEK 4 · WEB BUILDER

Build your AI Web Builder

Build the web assets marketers usually wait on developers for: landing pages, lead magnets and simple tools. Craft a strong build-prompt, generate with Lovable or Replit, and deploy to a live URL in front of real users.

WEEKS 5–6 · AUTOMATION

Build your AI Automation Manager

Automation as a discipline and fluency in n8n: canvas, nodes, connecting apps and shaping data, first by hand then with n8n's AI builder. Marketing patterns like repurposing, lead nurture and monitoring, with a human-approval step.

WEEKS 7–8 · CREATIVE STUDIO

Build your AI Video Creator

Produce agency-level creative solo. AI video with Sora, Veo and Runway, UGC-style ads and avatars with HeyGen, voice with ElevenLabs and editing with CapCut, all while directing AI so the output never looks generic.

WEEK 9 · MARKETING AGENTS

Your AI team runs itself

Move from automations to agents that decide and act. Build a content or research agent that takes real actions with an approval step, no-code, using n8n together with Claude Code and Claude Cowork.

WEEKS 10–11 · PAID & PERFORMANCE

Build your AI Media Buyer

Plan, launch and optimize paid campaigns with AI. Campaign structure on Meta and Google, AI-generated creative and copy at scale, a testing framework, and reading results with GA4.

WEEK 12 · SEO & AEO/GEO

Build your AI SEO/GEO Specialist

SEO fundamentals with AI, plus AEO and GEO: how to be cited by ChatGPT, Perplexity and Google AI answers. Structure content for AI retrieval and monitor your AI-search visibility.

WEEK 13 · ANALYTICS + SYSTEM

Build your AI Analyst & Team OS

Turn numbers into decisions: read dashboards, summarize KPIs, spot trends and build reports with AI. Then consolidate every assistant, template, workflow and agent into one personal AI marketing system.

WEEKS 14–16 · REAL WORLD

Real client + final project

The cohort delivers for a real client online, with the client joining periodically. Audit, strategy, build. Students present the solution in person to the client up to 4 weeks after the program, and each also builds a standalone final project, shown at a physical Demo Day.

Four mentored case-study projects, plus a real client project and a standalone final project. Real marketing work you build with guidance from our team, not take-home exercises.

01 - Competitor Analysis **A competitor intelligence report**

Map competitors' messaging, pricing, product and marketing activity into a clear report, using the Competitor Analysis tool and AI research. B2B SaaS case study.

02 - Content Engine **A month of on-brand content**

Copy, visuals and a deck for a D2C case study, produced with a repeatable AI system you can reuse at work.

03 - UGC Campaign **AI video and UGC creatives**

A set of video and UGC-style ad creatives for an activewear case study: scripted, generated, voiced and edited with AI.

04 - Campaign Launch **A live paid campaign**

A Meta and Google campaign on a small budget for an e-commerce case study, with an AI-assisted reporting and optimization loop.

THE FINALE · WEEKS 14–16, PLUS UP TO 4 WEEKS AFTER · PRESENTED TO THE CLIENT IN PERSON

A real client, then your own portfolio piece

Real Client Project

The whole cohort works on one real client, online, with the client joining periodically for briefs and feedback. Audit, strategy, build. Present the finished solution in person to the client, up to 4 weeks after the program.

Standalone Final Project

Each student picks a real marketing problem of their own and builds an AI solution end to end: an assistant, automation, agent or campaign system. Your portfolio centerpiece.

Demo Day

Present your work live, in person, and receive your certificate at the diploma ceremony.

Ready to become AI-native?

A practical AI program with a clear structure and skills you use at work, for marketers who want to move faster, produce more and get ahead.

FORMAT Online · live	PREP PROGRAM August
START October 5	SCHEDULE Tue & Thu
DURATION 16 weeks	TUITION 950€

2 FREE BONUSES

FIRST 30 APPLICANTS



Basic AI Skills & AI Literacy

A full 1-month course to get you started.

WORTH

300€



AI Career Assistant

Personal guidance to land your next AI role.

FREE

Frequently asked

What learning format is it?

Practical, interactive learning through live online classes.

Do I need to code or design?

No. AI does the technical and production work; you learn to direct, check and decide.

Do I need prior knowledge?

No. Beginners are welcome, and the Beginner Track covers marketing and AI fundamentals on selected weeks.

Will I get a certificate?

Yes. On completion you receive a certificate confirming your new skills, awarded at Demo Day.

What are the payment options?

Several flexible options, including a one-off payment and installments.

What if I fall behind?

You get class recordings, extra materials and mentor support to catch up at your own pace.

Trusted by teams at

Siemens · NLB Banka · Sava · Triglav ·
Booking.com · Alkaloid · Telekom

"From a beginner, I am now a confident user and implementer of AI in my day-to-day work."

Glorija Janeva · Academy graduate

Finish your application now →

Only in the last 12 months, 7,000 people from the region joined our practical AI programs.

ai.brainster.co

PN

PETAR NINOVSKI · CEO, BRAINSTER

● FREE 15-MIN CALL

Book a call with Petar.

Not sure this is the right fit? Talk it through with **Petar Ninovski** before you enroll. Fifteen minutes, no sales pitch, just straight answers about the program, your goals and whether it's the right move.

- Whether this program is the right fit for your role
- What's next after the academy?
- Payment options, schedule and start dates

[Book your 15 minutes →](#)

Petar Ninovski
CEO · Brainster