AI and digital tools for content creation and web workflows

A practical course in AI, computer software, cloud services and web platforms for everyday work. Employees create and process digital content, collaborate on files and data, build pages and forms, analyse metrics and automate repeated tasks.

Volume	120 academic hours (45 minutes each)
Start date	30.11.2026
End date	13.01.2027
Structure	60 contact + 20 supervised mentoring + 40 independent hours
Tutor	Ksenia Ignatieva
Group	Employer training cohort
Teaching language	Russian; other languages subject to agreement
Format	120 academic hours: 60 contact + 20 supervised web/project mentoring + 40 independent
Price	2990 € per employee, including 24% VAT

One academic hour is 45 minutes. Group dates are shown in the programme details; the detailed timetable is agreed with the employer.

Who it is for

- employees who need practical AI and digital-service skills
- administrative and project staff
- virtual assistants and content creators
- employees without a marketing or social-media background

Learning objective

Develop confident, safe and purposeful use of AI, computer software, cloud applications, web platforms, data analysis and no-code automation to create digital materials and organise work.

The course focuses on software and digital technology skills. Websites, social platforms and communication tasks provide applied examples for learning the tools.

Learning outcomes

- organise files, access permissions, collaboration and cloud data exchange
- use generative AI safely, write prompts and verify outputs
- create and edit text, graphics, presentations and short videos
- work with web platforms, content management, forms and no-code builders
- collect data and use UTM parameters, GA4, Search Console, spreadsheets and dashboards
- build and document simple workflows in Make, n8n or comparable services

Teaching methods

Short explanations and demonstrations, step-by-step computer practice, case tasks, individual and pair work, checking AI outputs, technical problem solving, independent tasks, feedback and project-based learning.

Independent work

Set up a digital learning environment, complete tasks in AI and web services, create and adapt materials, collect and clean data, prepare visualisations, build and test automation, maintain a work log and prepare the final project.

Module content and hours

120 academic hours: 60 contact hours, 20 hours of supervised web/project mentoring with the tutor and 40 independent hours. Each module combines a practical task, feedback and an applicable work result.

Supervised mentoring: Work with the tutor online or in a project workshop: discuss the module task, check the result and receive feedback.

01. Digital workspace and security

6 contact + 2 supervised web/project mentoring + 4 independent academic hours

Browsers, accounts, cloud storage, folder structures, file formats, sharing, backups, password managers, phishing, personal data and digital footprints.

Practical assignment: Set up a structured digital workspace.

Learning methods: Tool demonstration, guided setup and independent workspace practice.

02. Generative AI and prompt management

6 contact + 2 supervised web/project mentoring + 4 independent academic hours

AI service types, model capabilities and limits, prompt structure, context, iteration, fact-checking, confidentiality, copyright and labelling AI materials.

Practical assignment: Create a prompt library and an output-checking checklist.

Learning methods: AI service demonstrations, prompt practice, result checking and risk review.

03. AI for text and information

6 contact + 2 supervised web/project mentoring + 4 independent academic hours

Finding and organising information, summarising, structuring, translation, style adaptation, spreadsheets and documents. Communication and social media texts serve as applied examples.

Practical assignment: Create and edit a material pack with recorded sources and revisions.

Learning methods: Text, document and spreadsheet practice and review of AI outputs.

04. Graphics, presentations and short video

6 contact + 2 supervised web/project mentoring + 4 independent academic hours

Canva or comparable tools, templates, sizes and formats, composition, accessibility, image editing, AI generation, subtitles, basic editing and export.

Practical assignment: Create digital materials for a website or social platform.

Learning methods: Content-editor practice, material creation and quality checks.

05. Web platforms and content management

6 contact + 2 supervised web/project mentoring + 4 independent academic hours

CMS and no-code builders, page structures, blocks, links, forms, responsiveness, accessibility, basic metadata and publishing. SEO is covered through web content and metadata settings.

Practical assignment: Build a working page or prototype with a form.

Learning methods: Web platform and builder practice, page-structure and form checks.

06. Digital platforms as a workspace

6 contact + 2 supervised web/project mentoring + 4 independent academic hours

Website and social-platform interfaces, roles and permissions, media libraries, scheduling, publishing, templates, moderation, statistics and data export. Social media is a platform-management example.

Practical assignment: Set up a process for preparing and publishing materials.

Learning methods: Interface demonstration, role setup and publishing-workflow practice.

07. Data collection and structuring

6 contact + 2 supervised web/project mentoring + 4 independent academic hours

Online forms, spreadsheets, data validation and cleaning, UTM parameters, events, data sources and CSV import/export.

Practical assignment: Build a form, spreadsheet and consistent data-collection structure.

Learning methods: Forms, spreadsheet, import, export and data-checking practice.

08. Web analytics and visualisation

6 contact + 2 supervised web/project mentoring + 4 independent academic hours

GA4, Google Search Console and/or training datasets; users, sessions, events, sources and filters; pivot tables, charts and Looker Studio. Advertising metrics may be a dataset without teaching advertising setup.

Practical assignment: Build a dashboard and a short conclusion supported by data.

Learning methods: Analytics-interface, spreadsheet and visualisation practice and basic metric interpretation.

09. No-code automation and integrations

6 contact + 2 supervised web/project mentoring + 4 independent academic hours

Make, n8n or comparable tools; triggers, actions, conditions, webhooks, APIs as data exchange, forms, spreadsheets, notifications, error handling, logs and human review.

Practical assignment: Build and test an automated workflow.

Learning methods: Step-by-step integration, testing, error handling and output checking.

10. Integrated final digital project

6 contact + 2 supervised web/project mentoring + 4 independent academic hours

Plan, build and document a solution combining AI, digital content, a page or form, data/analytics and at least one automation. Test, fix, present and reflect on the result.

Practical assignment: Present a practical digital project with an organised workspace, AI-assisted materials, a page or form, data and automation.

Learning methods: Project work, testing, presentation and final feedback.

Assessment and completion

Assessment is pass/fail.

A final project passes when it works in the stated scenario, includes all required components, exchanges and displays data correctly, and the learner can repeat the main actions and explain the result's limits.

A certificate (tunnistus) is issued to a learner who attends at least 70% of contact sessions, completes assessment tasks and the final project, and achieves all learning outcomes.

A record of participation (tõend) is issued to a learner who participates without assessment or does not achieve all learning outcomes. It states the topics and actual participation volume.

- Complete the main practical assessment tasks.
- Present a final project combining an AI tool, digital content, a web platform or form, data and automation.
- Demonstrate the solution and explain the tool choices.
- Observe security, confidentiality and copyright requirements.
- Resolve critical errors identified during review.
- Attend at least 70% of contact sessions.

Tutor qualifications

Ksenia Ignatieva is a marketer, entrepreneur and investor, owner of the international advertising agency Do.Marketing, and a marketing and business-development practitioner with over 13 years of experience. Her higher education specialisation is entrepreneurship.

The programme draws on the tutor's practical experience with digital platforms, content creation, analytics, AI tools and workflow automation.

Ordering, payment and employer support

The customer is the employer. The price is per employee for this course, including 24% VAT. The group total, tools and any additional costs are stated in the offer before acceptance.

Unless otherwise agreed in writing: payment within 7 calendar days of the invoice date and before training starts. Employer cancellation at least 14 days before the start receives a 100% refund; 7-13 days before the start, 50%; less than 7 days before the start and after training starts, no refund. An eligible replacement participant may be agreed at no additional charge before the start. If GP cancels, the full fee is refunded within 14 calendar days. The full terms and exceptions are linked below.

An employer may independently apply for a training grant to develop employees' digital skills if the current conditions are met. The application must be submitted before training starts. A direct provider partnership with Töötukassa and a course listing are not required for this particular employer grant. Töötukassa decides eligibility and the amount; free training and reimbursement are not guaranteed. This is a separate process from koolituskaart.

Full business terms: https://neurokool.ee/en/terms/

Official Töötukassa conditions: https://www.tootukassa.ee/et/teenused/tooandjatele/koolitustoetus-tooandjatele-tootaja-ikt-oskuste-arendamiseks

Personal data

Exercises use anonymised or specially prepared information. Confidential information, client data, passwords and access credentials must not be entered into external AI services without a lawful basis and company authorisation. GP Training Center OÜ processes enquiry and training information according to its privacy notice.

Privacy notice: https://neurokool.ee/en/privacy/

Provider contact details

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Current course page: https://neurokool.ee/en/programs/digiturundus/

Programme information edition. This is not a signed contract, an enrolment confirmation or a funding decision. The individually agreed offer and relevant curriculum determine the conditions of a particular group.