SCALING AI COURSE SERIES™

Scaling AI is a collection of on-demand, courses (recorded Mar. 2024) where you'll learn:

- **Key trends** in AI impacting businesses.
- **Obstacles to adoption** in enterprises, and how to overcome them.
- **Effects of AI** on the economy, industries, and career paths.
- Processes to build an **AI-savvy workforce** that embraces smarter technology.
- **Prompting best practices** that scale across teams & business units.
- Steps to establish + grow a diverse, influential **internal AI council**.
- Frameworks to take a human-centered approach to AI through **Generative AI Policies** and **Responsible AI Principles**.
- Systems to establish a dynamic **AI roadmap** that prioritizes projects, use cases, tech, and resources.
- **Technology innovations** that come next, and how to prepare your organization for the future.

"Paul's insights into AI's impact on our businesses and industries were truly eye-opening. He shared some remarkable examples of how AI continues to transform marketing, sales, and customer service."
Madison Flynn, Sr. Account Executive

1-4 licenses: $799 each
5-9 licenses: $699 each
11-24 licenses: $649 each
25-49 licenses: $599 each
50+ licenses: $549 each
Contact us to learn more.

A certificate of completion will be sent with a passing grade on quizzes and a final exam.

MARKETING ARTIFICIAL INTELLIGENCE INSTITUTE

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