

# Generative AI Certificate

Master AI technologies for business, marketing, design, data analytics, and more in this cutting-edge certificate program.

Group classes in NYC and onsite training is available for this course. For more information, email [corporate@nobledesktop.com](mailto:corporate@nobledesktop.com) or visit: <https://www.careercenters.com/certificates/generative-ai>



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## Course Outline

This package includes these courses

- Intro to Generative AI with ChatGPT (6 Hours)
- ChatGPT Level 2 (6 Hours)
- AI for Workplace Productivity (6 Hours)
- AI for Marketing (18 Hours)
- AI for Graphic Design (12 Hours)
- AI for Video & Motion Graphics (12 Hours)
- AI for Excel (6 Hours)
- AI for Data Analytics (12 Hours)

### Intro to Generative AI with ChatGPT

- Get an intro to generative AI and ChatGPT to know what's possible and how you can use it
- Learn how to write prompts that generate useful responses
- Explore real-world applications of ChatGPT

### ChatGPT Level 2

Build on your foundational skills with advanced techniques to customize ChatGPT's behavior, enhance its research abilities, and explore voice, image, and project-based tools. This hands-on course is ideal for users looking to work more efficiently and creatively with the latest features in ChatGPT.

- Compare different ChatGPT models to understand their strengths, limitations, and ideal use cases
- Use reasoning and research models effectively, including how to leverage deep research features and connected apps
- Train ChatGPT to reflect your unique writing style or tone using targeted prompts and style adjustments
- Customize ChatGPT with saved preferences and learn how to create and manage personalized instructions
- Work with Projects and Custom GPTs to organize tasks, files, and workflows tailored to your specific goals
- Explore ChatGPT's voice and image generation capabilities, including hands-on practice using Sora for visual outputs

## AI for Workplace Productivity

- Leverage AI for task automation, project management, communication, data analysis, time management, & more
- Learn how to integrate today's top AI productivity tools in your everyday work life
- Use case studies & hands-on projects to examine how you can employ AI in a real-world setting

## AI for Marketing

- Leverage AI-driven strategy in your marketing campaigns
- Integrate AI into SEO, SEM, content, advertising, and analytics
- Measure the real-world impact of your AI marketing efforts
- Complete a capstone project to showcase your work

## AI for Graphic Design

- Learn how to use AI to improve your designs & workflow
- Create images with Adobe Firefly, Adobe's generative AI tool
- Leverage AI in Photoshop, Illustrator, InDesign, Acrobat, & more

## AI for Video & Motion Graphics

- Use generative AI to create assets for your video & motion projects
- Incorporate AI into your creative workflow
- Learn best practices for prompt engineering
- Review the legal implications of making AI content

## AI for Excel

- Write precise AI prompts to generate reliable Excel formulas, including advanced nested functions that would otherwise require extensive trial and error.
- Use AI to streamline data cleaning tasks such as standardizing formats, splitting or combining text, removing duplicates, and correcting inconsistencies.
- Rely on AI assistants to interpret existing formulas, diagnose errors, and recommend improvements for inefficient or slow spreadsheets.
- Apply AI to speed up data analysis by uncovering insights, creating visualizations, and generating VBA macros for repetitive tasks.

## AI for Data Analytics

- Use generative AI tools to clean, explore, analyze, visualize, and report on data.
- Write effective prompts for analytics tasks using structured prompting techniques.
- Validate AI outputs with a 7-step checklist and identify common analytical errors.
- Build and assess predictive models through natural language, including regression, classification, and clustering.
- Maintain a traceable AI-assisted workflow for accountability and reproducibility.
- Apply AI to redesign workplace processes with verification and practical implementation steps.