PromoTech Marketing Launches AI Training Course and Certification for Small Businesses

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PromoTech Marketing has introduced a company-wide AI education program designed to help small businesses and individual professionals build standardized artificial intelligence skills across their teams. The program, branded Certified AI 360, focuses on practical workplace applications of generative AI rather than vendor-specific software or academic theory.

The PromoTech - AI Training Course centers on whole-company certification, an approach intended to ensure that AI proficiency is consistent across an entire organization rather than concentrated among a few individuals. The curriculum covers multiple generative AI platforms, including ChatGPT, Claude, Gemini, and Copilot, allowing teams to select the most appropriate tool for a given task.

A defining characteristic of the program is its weekly curriculum update schedule. Because generative AI platforms frequently change their capabilities and features, the course material is revised on a weekly basis to reflect current functionality. The self-paced format requires roughly eight hours per employee, giving organizations flexibility in how and when staff complete the coursework.

The training is led by Sam Richter, an AI speaker and trainer who has worked with major brands and trained more than one million business professionals. The curriculum emphasizes applied workflows that integrate into daily operations, from drafting proposals to managing client communication.

"Many organizations have individual employees experimenting with AI tools, but very few have a shared standard across their teams," said Jeff Mork, Founder of PromoTech Marketing. "The PromoTech - AI Training and Certification program was built to close that gap, giving entire companies a common foundation in how these tools work and how to apply them responsibly in everyday business tasks."

The program offers verifiable credentials for both individuals and organizations. Companies that complete the

process can display a Certified AI 360 badge, signaling their level of AI competence to clients and partners. PromoTech Marketing positions the credential as part of a broader workforce development path, noting that structured training can support employee retention by demonstrating ongoing investment in staff skills.

"The pace of change in artificial intelligence makes one-time training nearly obsolete the moment it is completed," Mork said. "By updating material each week and focusing on cross-platform fluency, the goal is to keep certified teams current rather than leaving them with outdated instruction."

The PromoTech - AI Training Certification is available in several tiers, including options for individual professionals, small and midsize businesses, larger companies, and custom enterprise arrangements. Prospective participants can review a sample lesson to understand the course structure before enrolling.

PromoTech Marketing is a digital marketing agency based in the Minneapolis area that applies artificial intelligence across its service offerings. In addition to AI training and certification, the company provides search engine optimization, content creation, email marketing, website design, affiliate marketing, and marketing automation services. The agency works with businesses seeking to improve online visibility, increase conversions, and integrate AI tools into their operations. PromoTech Marketing maintains an active presence across major social media platforms and publishes ongoing commentary on developments in digital marketing and artificial intelligence.

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PromoTech Marketing

PromoTech Marketing specializes in helping individuals and businesses learn more about how they can benefit from AI Marketing & Tools.

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