PromoTech Marketing Helps Small Businesses Learn AI with Beginner-Friendly Certification and Weekly Updates

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PromoTech Marketing helps businesses learn AI through a new artificial intelligence training course and certification program designed to standardize generative AI skills across the organization. The program targets small businesses and individual professionals seeking consistent, practical AI proficiency rather than isolated expertise held by a handful of staff members.

The Certified AI 360 course centers on applied generative AI skills rather than academic theory or a single software platform. The curriculum covers multiple generative AI tools, including ChatGPT, Claude, Gemini, and Copilot, allowing teams to select the platform best suited to a given task. Lessons emphasize workplace workflows such as drafting proposals and managing client communications, areas where AI can support daily business operations while leaving final decisions to human review.

A central feature of the program is its weekly curriculum update schedule, intended to keep pace with the rapidly changing capabilities of generative AI platforms. The self-paced format requires approximately eight hours per employee, offering flexibility for teams balancing training with regular responsibilities. Upon completion, organizations can display a Certified AI 360 badge, a verifiable credential that signals their level of AI competence to clients and partners.

The Beginner Friendly AI Certification is positioned as part of a broader workforce development strategy. By investing in structured skill development across all employees, companies can support retention and ensure a shared baseline of AI literacy. The program is offered in flexible tiers that accommodate individual professionals, small and midsize businesses, larger companies, and custom enterprise arrangements.

The training is led by Sam Richter, an experienced AI speaker and trainer, and reflects a whole-company

approach rather than certification limited to select individuals. The curriculum is structured so that employees across departments gain consistent AI proficiency aligned with their everyday tasks.

"Many organizations have a few people experimenting with AI tools, but inconsistent skills across a team create confusion and uneven results," said Jeff Mork from PromoTech Marketing. "Certified AI 360 was built to give every employee a shared foundation, with weekly updates that reflect how quickly these platforms change."

Mork added that the program emphasizes judgment alongside capability. "AI works best when it supports human decision-making rather than replacing it. The course focuses on practical workflows that employees can apply immediately, while reinforcing that important decisions still require human review."

The launch reflects a wider industry shift toward business-focused AI literacy, where professionals learn to apply generative tools thoughtfully within their current roles. Frameworks such as the NIST AI Risk Management Framework, which addresses governance, mapping, measurement, and management of AI risk, have contributed to growing attention on responsible and verifiable AI training.

PromoTech Marketing is a digital marketing agency that integrates artificial intelligence across its services, including search engine optimization, content creation, email marketing, website design, marketing automation, and affiliate marketing. Based in Golden Valley, Minnesota, the agency works to help businesses improve online visibility and integrate AI tools into their operations. The company regularly publishes insights on digital marketing and artificial intelligence developments through its blog and social media channels.
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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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