

Prepare Yourself for a Marketing or Advertising Career: Free Resume-Boosting Certificate Programs

Certificated ANA Marketing Student (CAMS)

Build essential marketing skills with this **self-paced** certificate program – curated by **industry experts**. This on demand course will give you the power to take on the challenges of the modern marketing world in just **17 hours**.
ana.net/CAMSCERTP



Ask your marketing professor for a flyer from AEF with registration passcode.

MarTech Foundations Certificate Program

Haven't you heard? **Marketing technology** is taking over the industry, and you get the chance to be one of the first to **master** this new skill. This **self-paced, 8 hour** course will teach you how to **integrate** and **optimize** MarTech like a **professional**. Enter the workforce **confident** and **prepared** today!
ana.net/MTCERTP

SeeHer Education Certificate Program

Contribute to **gender equity** in marketing and advertising by taking this **self-paced** certificate program that aims to educate, inspire, and **transform**. Learn from **reputable** professionals and professors how to promote **accurate** female representation in marketing and media with this **8 hour** course. Register now at aef.com/seeher-education



IBM SkillsBuild: Free Artificial Intelligence Courses

Earn **industry-recognized** credentials through this online learning platform to gain **tangible experience** with the latest skills desired in marketing. From **AI** to **data science**, get ahead of the game with a library of courses to choose from. Students can register at skillsbuild.org



Please reach out to Judy Paul, Senior Director, University Memberships, with any questions. jp@aef.com