

Marketing: These courses help professionals strengthen collaboration, presentation, and problem-solving skills essential for fast-paced, client-driven environments. By developing these abilities, learners can build stronger relationships, respond effectively to market trends, and drive brand success.

AMA Microcourse Title	Duration (min)
AI Essentials: A Basic Understanding for All	25
Creating Boundaries and Balance	20
Becoming a Strategic Thinker	20
Strategy Execution: Elements of a Sound Strategy	20
Leading the PAC: Researching and Presenting Data	20
The ART of Analytical Thinking	26
Creative Thinking Techniques	18
AI: From Algorithms to Decisions	20
Effective Problem Solving and Decision Making Tools	20
Five Phases of the Creativity-to-Innovation Process	20
Fostering Creativity and Innovation in Others	18
Presenting Visually Compelling Data	15
Statistical Analysis Tools and Techniques	20
Strategy Development and Execution - The ADEPTT Model	27
AI: A Framework for Ethical Application	20
Analyzing Data Using the DASA Model	20
Managing Projects Effectively	20
Building a Customer-Focused Strategy	20
Creating a Work Breakdown Structure (WBS)	23
Adopting an AI Mindset	27
Enhancing Effectiveness through Diversity and Inclusion	20
Building Credibility and Trust for Improved Communication	23
Routines that Support Efficiency and Productivity	21
Developing and Organizing Presentation Content	18
Principles of Effective Business Writing	20
Establishing Presence and Credibility	20
Framing the Message for Greater Impact	20
Persuasive Techniques to Influence Others	20
Building a 360-Degree Network	20

	Next Steps: Browse the Work-Based Learning database & sign up for an opportunity. SENIORS: Save course certifications & complete the scholarship application.
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