



5 Courses

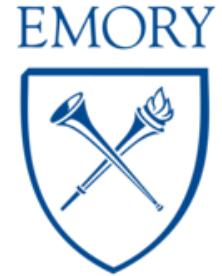
What Can AI Do for Marketing?

Generative AI in Marketing

AI's Existing Impact

Driving Customer Equity with AI

Capstone: Making the Case for AI



Aug 28, 2025

Anhad Mahajan

has successfully completed the online, non-credit Specialization

AI for Marketing

This specialization explores the transformative impact that AI will have on marketing by guiding learners through its applications across the customer journey. Participants will gain experience in leveraging AI to support customer acquisition and retention, creating compelling marketing content using generative AI, and assessing the effectiveness of AI-driven strategies. After completing the specialization, learners will be equipped to leverage AI to enhance marketing outcomes and drive growth.

Goizueta Chair in
Business Technology
and Professor of
Marketing

The online specialization named in this certificate may draw on material from courses taught on-campus, but the included courses are not equivalent to on-campus courses. Participation in this online specialization does not constitute enrollment at this university. This certificate does not confer a University grade, course credit or degree, and it does not verify the identity of the learner.

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