



3 Courses

Generative AI: Introduction and Applications

Generative AI: Prompt Engineering Basics

Grow with AI: Your AI-driven Growth Marketing strategy



STARWEAVER®

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Pratiksha Raturi

has successfully completed the online, non-credit Specialization

Generative AI for Growth Marketing

Learners completing this specialization will gain a practical understanding of how to apply Generative AI and automation tools across the entire marketing funnel. They will have developed a strategic marketing campaign powered by AI, created original content, and implemented customer segmentation and performance tracking strategies. This certificate confirms their ability to design and execute AI-powered marketing solutions in modern business contexts.

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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