

Certificate

Artificial Intelligence Certificate

The purpose of this certificate is to educate students in the use and implications of artificial intelligence. Students will gain knowledge in fundamental AI concepts, techniques, and applications. Students will develop skills in applying ethical standards to the various dimensions of AI development and use. Graduates will be able to evaluate the strengths and limitations of the use of AI applications across various fields and understand the ethical, social, and economic implications.

The certificate offers two areas in which students may focus their studies: the Artificial Intelligence (AI) Literacy focus area, or the Artificial Intelligence (AI) for Digital Content Management focus area.

The Artificial Intelligence (AI) Literacy focus area supports students' understanding of AI concepts and practical applications across various disciplines, and it aims to improve skills to critically evaluate the integration of AI into daily life. Students will learn the limitations and challenges (such as data privacy, bias, and societal impacts) of using AI through hands-on assignments.

The Artificial Intelligence (AI) for Digital Content Management focus area teaches students about the intersection of marketing and digital design, focusing on how to effectively integrate AI tools into modern content creation workflows. Students will learn to use AI tools and technologies across various aspects of digital marketing strategy and management.

Requirements

Certificate Core

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|-------------------------------------|---|----------|
| AI 410 | Artificial Intelligence (AI) Methods and Models | 3 |
| AI 446 | Artificial Intelligence (AI) Ethics and Policy | 3 |
| Select one of the following: | | 6 |

Artificial Intelligence (AI) Literacy focus area

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|--------|---|
| AI 301 | Artificial Intelligence (AI) Literacy: Concepts and Implications |
| AI 302 | Artificial Intelligence (AI) Literacy: Applications and Responsible Use |

Artificial Intelligence (AI) for Digital Content Management focus area

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| AI 315 | Artificial Intelligence in Content Creation |
| AI 319 | Artificial Intelligence (AI) in Digital Marketing Management |

Total Credit Hours **12**

For completion of the certificate, students must have a minimum cumulative grade point average of 2.00 in all courses specified as a requirement for the certificate and complete a minimum of six hours in upper-level courses required for the certificate through courses offered by Old Dominion University.