 e-Magine! Initiative

Generative AI and Digital Marketing Training/Internship Program

for FreedomWorks site

**SUMMARY**

Asian Media Access (AMA), with funding from the City of Minneapolis, is proud to announce its inaugural e-Magine! Initiative: Generative AI and Digital Marketing Training/Internship Program.  This Course with 60 hours of training and 20 hours internship, equips participants with the skills needed to thrive in high-demand IT jobs or launch their own freelancing businesses in AI and digital marketing. Participants will also receive incentives and support services to ensure their success.

**PARTICIPANTS WILL:**

**1)** **Engage in Instruction and Hands-On Learning**

* Participate in **60 hours of online training and 20 hours internship**.
* Required for **80% attendance rate**, if you may miss a class, please e-mail to casemanager@amamedia.org

**2) Learn** **Generative AI and Digital Marketing Mastery and Support** **Professional Development**

* Explore applications of **generative AI tools to create digital assets**, including writing, imagery, videos, and audio.
* Build a personal **career portfolio** showcasing your creativity and technical expertise, and also use the creations to share stories and build followers.

**3) Receive a Higher Ed Certification**

* Earn a verified digital certificate to showcase your “**Generative AI and Digital Marketing”** skills with **80% attendance rate**, and **all internship assignments completed**, in order to earn both certificates and incentives.
* The certificate is entitled **“Generative AI and Digital Marketing Specialist”** from Crown College.

**4) Products Competition and Award Ceremony:** All members’ creations will be qualified for below competition and giving out awards during the Award Ceremony:

* Best Graphics Award with 1st ($150) – 2nd ($100) – 3rd ($50) cash awards
* Best Video Award with 1st ($150) – 2nd ($100) – 3rd ($50) cash awards
* Best Effort and Participation Award - $100

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