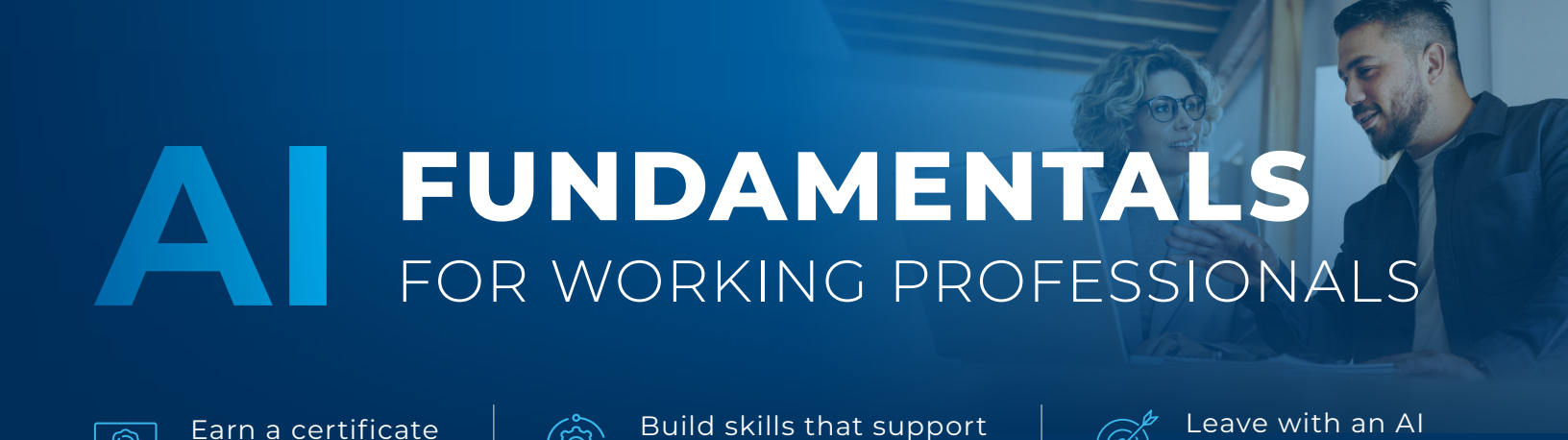


AI FUNDAMENTALS
FOR WORKING PROFESSIONALS

Earn a certificate of completion

Build skills that support smarter, faster work

Leave with an AI workflow that adds value immediately

A hands-on introduction to prompting, chatbots and AI Agents.

WHO'S IT FOR?

This beginner-friendly workshop is designed for working professionals who want to understand AI, see how it works and put it to use. No technical background required.

WORKSHOP HIGHLIGHTS

- Learn the basics of generative AI in nontechnical language
- Practice essential prompting techniques for workplace tasks
- Explore business use cases specific to your professional role
- Spot errors, bias and limitations in AI-generated responses
- Navigate key issues in AI ethics, privacy and security



ABOUT THE INSTRUCTOR

Amber N. Yoo is a professor at California State University San Marcos specializing in generative AI adoption. She leads AI initiatives for the College of Business Administration and teaches Foundations of Generative AI and Applied AI for Marketing, bringing real-world applications directly into the classroom.

Saturday,
February 27, 2027
9:30 AM - 2:00 PM

California State University
San Marcos Campus

COST

Save when you register early or bring your team.

General Public: $399

Early Registration Rate: $359 before January 27, 2027 at 12:00 AM

Team Savings for 3+ individuals: $359

CSUSM Alumni Savings: $339

LUNCH INCLUDED for registrations received before Feb. 20

Attendees must bring their own laptop or tablet for in-class assignments

CONTACT

Program Director: Cathy Scavone
professionaldevelopment@csusm.edu
760.750.4020

READY TO GET STARTED?
REGISTER ONLINE

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