

FROM THE VIDEO: 5 FREE CREDENTIALS STUDENTS CAN REALISTICALLY COMPLETE NOW

5 Free Credentials Before Graduation

Five official programs offering free credentials, badges, or certificates — plus the reason you should only finish one of them.

If your resume says AI, marketing, or tech with nothing to prove it, this fixes that. All five are free and official. How you use them matters more than which one you pick.

Pick one. Finish it. Then build something.

An unfinished course is worth exactly nothing. Five badges and no projects reads worse than one badge and one finished thing.

- Pick the one that matches a project you already want to build.
- Finish it before you start another.
- Put the project on your resume, with the credential underneath it.

1

IBM SKILLSBUILD

AI Fundamentals

IBM's free learning platform for students. AI Fundamentals is listed on their digital credentials page.

BEST FOR

Wanting to say "AI" on a resume and mean it

PAIR IT WITH

A project where you actually used an AI tool to do something, and can explain what it got wrong.

Open the official page [↗](#)

skillsbuild.org/digital-credentials

2

CISCO NETWORKING ACADEMY

Introduction to IoT and Digital Transformation

The course the video calls "Introduction to IoT."

BEST FOR

Hardware, networks, or connected devices

PAIR IT WITH

Anything you have physically built, wired, or automated.

Open the official page [↗](#)

www.netacad.com/courses/introduction-iot — Cisco's Skills for All site now redirects here — same course, new home.

3

HP LIFE

Critical Thinking in the AI Era

HP's free course library with online certificates.

BEST FOR

The reasoning skill rather than a specific tool

PAIR IT WITH

A research brief or an analysis where you had to decide what to trust.

Open the official page [↗](#)

www.life-global.org — Search the course list for the AI-era critical thinking course.

4

HUBSPOT ACADEMY

Digital Marketing Certification

A free certification course. The course page lists the lessons and shows a sample certificate.

BEST FOR

Running social, events, or anything that needs an audience

PAIR IT WITH

A real campaign — a club account, a fundraiser, a school event you promoted.

Open the official page [↗](#)

academy.hubspot.com/courses/digital-marketing

5

SEMRUSH ACADEMY

Content Marketing for SEO and AI Search

Free courses and certifications on how content gets found, including in AI search.

BEST FOR

Writing, posting, or wanting to understand why some things get seen

PAIR IT WITH

Something you published and can show the numbers for.

Open the official page [↗](#)

www.semrush.com/academy/courses/ai-search

Last verified 2026-07-28. All five links were opened and confirmed live on that date. Every provider asks you to create a free account before you can start — none of them charge. Program availability, course names, and eligibility change, so open the official page and check before you enrol.