



Advertising
Specialty
Institute®

Portal > Knowledgebase > My ASI > ASI Education > ASI Education Overview

ASI Education Overview

Jennifer S - 2019-01-11 - in ASI Education

ASI Certification Overview

The Advertising Specialty Institute® provides free industry education and certification through [ASI Education](#).

ASI Education features online courses are specifically designed to help advertising specialty professionals continue their professional development and grow their businesses. Coupled with live education events, the ASI Certification is a great investment in yourself and your career.

There are two levels of certification you can achieve:

BASI (Bachelor of Advertising Specialty Information):

BASI certification shows you possess the fundamental knowledge you need to profitably navigate the promotional products marketplace.

MASI (Master of Advertising Specialty Information):

MASI certification recognizes you as a true industry expert, maintaining the highest standards of professionalism, knowledge and experience.

Check out the [ASI Education page](#) for more information about the BASI/MASI Certification Program or check out the [ASI Education FAQs](#).