

CERTIFICATE OF COMPLETION

We are happy to confirm that in **2020**,

Denisa Došlá

has successfully passed

Digisemestr

with a score of

78 (out of **100**)*

Points from the final exam:

(0 - 50):

Test:

43

Points from the elective course:

(0 - 50):

E-commerce marketing

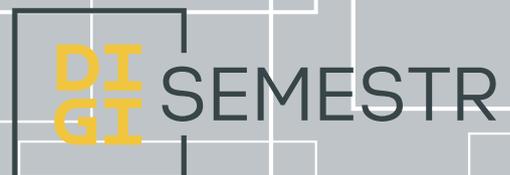
35

Digisemestr is a specialized digital marketing course consisting of **104 hours of lectures**.

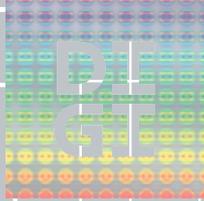
We'll be happy to verify the validity of this certificate at info@digisemestr.cz

*70 points were required to pass the course with 100 points being the standard maximum.

Jindřich Fáborský MSc.
Director of Digisemestr



Certificate no. 20200030



Curriculum

Ondřej Sláma, Radek Hudák

Marketing in the digital age

Marek Sabo, Josef Havelka, Marek Říha

Branding & Creativity

Radek Hrachovec, Matez Jindra, Honza Páv, Pavel Jašek

A customer-centric approach

Filip Podstavec, Petr Hlaváč, Martin Pichlík

Search engines and SEO – Strategy and tactics

Robert Štípek, Martin Zítek, Zuzana Kapitánová

PPC ads from a business & management perspective

Marie Kaisrová, Viktória Kajanovičová, Ondřej Sláma

Display advertising

Eliška Vyhnánková, Kristína Šuvadová, Jonáš Čumrik

Social networks I – communication, organic reach and working with influencers

Honza Bartoš

Social networks II – Facebook Ads, content promotion, remarketing

Marie Kortanová, Petr Pouchlý, Filip Černý

Content marketing & Copywriting

Jan Tichý, Jan Kadleček, Lukas Mehnert

Web analytics & Data in digital marketing

Jan Kvasnička

Increasing conversion rate (CRO, AB testing, UX)

Pavel Pola

E-mailing – From technicalities to strategy

Jindřich Fáborský, Filip Koubek, Dima Melnik, Filip Podstavec, Honza Bartoš, Dan Tržil, Jan Kvasnička

Case studies and lessons learned