

# CERTIFICATE OF COMPLETION

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

**Barbora Sloupová**

has successfully passed

**Digisemestr**

with a score of

**85** (out of **100**)\*

**Points from the final exam:**

**(0 - 50):**

Test:

**39**

**Points from the elective course:**

**(0 - 50):**

Marketing a local business

**46**

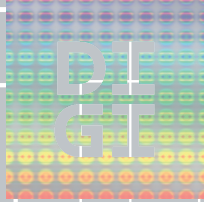
**Digisemestr** is a specialized digital marketing course  
consisting of **104 hours of lectures**.

We'll be happy to verify the validity of this certificate  
at [info@digisemestr.cz](mailto:info@digisemestr.cz)

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

**Jindřich Fáborský MSc.**  
Director of Digisemestr





## 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 Vyhnančková, 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**