

CERTIFICATE OF COMPLETION

We are happy to confirm that in **2022**,

Eva Kočí

has successfully passed

Digisemestr

with a score of

92 (out of **100**)*

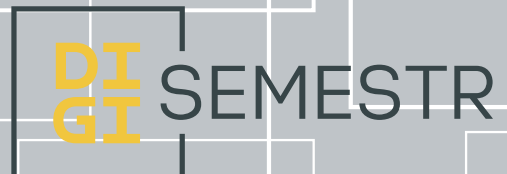
Digisemestr is a specialized digital marketing course
consisting of **96 hours of lectures**.

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

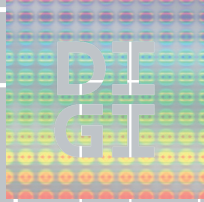
*70 points were required to pass the course with 100 points being the standard maximum.

A handwritten signature in black ink, appearing to read 'Jindřich'.

Jindřich Fáborský MSc.
Director of Digisemestr



Certificate no. 20220023



Curriculum

Ondřej Sláma, Milan Formánek

An Introduction to Digital Marketing

Graeme Murray, Tomáš Mrkvička, Michal Pastier

Brands in the Digital Age

Dora Pružincová, Kateřina Huňová, Klára Palmer, Jakub Petřina, Roman Biath

Marketing Communications and Creativity

Kristýna Ochvatová, Petr Bureš, Jakub Malý, Vojtěch Prokeš, Michal Šeda

Research as part of Strategy

Helen Škývarová, Filip Podstavec, Roman Teuschel, Martin Pichlík

Search Engine Optimization

Klára Kozúbková, Honza Bartoš, Ondřej Pavelek, Robert Štípek

Display and Programmatic Advertising

Filip Černý, Martin Brablec, Jakub Kuko Mazán, Martin Vymětal, Tomáš Cibor

Content Marketing

Barbora Šumanská, Veronika Augustová, Adam Špina, Jan Fryč, David Duc

Social Media – Communication and Influencers

Radek Hrachovec, Pavel Pola, Tomáš Preněk

Customer-centric Approach

Monika Hrubá, Zdenka Zlatušková, Jan Kvasnička, Jiří Jón

User Experience, Customer Experience, Brand Experience

Jan Tichý, Jakub Nikodym

Web Analytics and Data in Digital Marketing

Anna Selecká, Petra Jankovičová, Adam Pýcha, Martin Zítek, Michal Presse, Milan Duda, Ondřej Obluk, Radek Hudák, Martin Zdražil

Case Studies in Marketing Management