

HONORABLE MENTION

This honorable mention is issued by SoftUni Digital to acknowledge that

Veronika Desislavova Miteva

has successfully completed a course

Marketing Basics - November 2021

with **6.00 / 6.00**



Issue date: 13/12/2021

Check the validity of this document here:

<https://digital.softuni.bg/Certificates/Details/32731/fa763065>

COURSE CURRICULUM:

Topic	Hours
Marketing and digital marketing - basics	3
Business model	3
Value proposition and positioning	3
Workshop: Building business model	3
Consumer behavior. Micromoments and Customer Journey	3
Marketing planning	3
Workshop: Marketing planning	3
Branding	3
Summary	3



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