

CERTIFICATE OF COMPLETION

We are happy to confirm that in **2019**,
Roman Lukš
has successfully passed
Digisemestr
with a score of
90 (out of 100)*

Points from the final exam:

Test:

(0 - 50):

44

Points from the elective course:

Marketing startups, SaaS companies & B2B

(0 - 50):

46

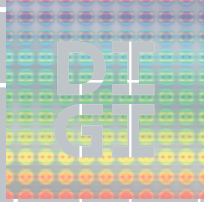
Digisemestr is a specialized digital marketing course
consisting of **104 hours of lectures**.

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

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

Jindřich Fáborský MSc.
Director of Digisemestr, s.r.o.





Curriculum

Ondřej Sláma, Václav Krejčí, František Procházka

An introduction to digital marketing

Filip Podstavec, Zdeněk Dvořák, Dominik Liebezeit, Michal Štorkán

Search engines, technical SEO, linkbuilding, price comparison websites and catalogues

Petra Větrovská, Karel Rujzl

PPC ads in search

Martin Jirman, Martin Pilát, Dominik Neckář, Marek Adamec, Petr Hoffmann

Display ads, RTB, Remarketing – solutions by Google, AdForm, Facebook and Seznam

Mark Ritson, Václav Blahout, Tereza Hažmuková, Peter Varga, Jakub Mařík, Daniel Klíma

Social networks – communication and promotional tactics, working with influencers

Lukas Mehnert, Jan Kvasnička, Michal Štorkán, Pavel Pola, Zdeněk Dvořák, Tomáš Novák

Using marcomm tools (Marketing Miner, XeMeL, Ahrefs, Smartlook)

Jan Tichý, Milan Merglevský, Ivana Krondáková

Web analytics & Data in digital marketing

Michal Pastier, Petra Brodillová, Jiří Vítek

Branding & Creativity, the role of agencies and marketing campaigns

Diana Zadáková, Petr Michl, Petr Pouchlý, Filip Černý

Content marketing & Copywriting

Pavel Jašek, Radek Hrachovec

A customer-centric approach

Petr Houzar, Radek Hudák

Digital marketing strategy – connecting the dots

Jan Kvasnička, Pavel Pola

Increasing conversion rate (CRO, AB testing, UX) & E-mailing

Veronika Miňovská, Lukas Mehnert, Michal Pařízek

Final lesson – Marketing start-ups, product development & innovation, service design