

HONORABLE MENTION

This honorable mention is issued by SoftUni Digital to acknowledge that

Svetlana Plamenova Sieber

has successfully completed a course

Marketing Basics - March 2024

with **5.53 / 6.00**



Issue date: 23/04/2024

Check the validity of this document here:

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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



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