



# CERTIFICATE

DIGITAL ACADEMY

THIS CERTIFICATE IS PROUDLY PRESENTED TO

*Lê Thị Thanh Bình*

**Classification: Pass**

For successfully completing the Digital Marketing Course  
Offered by Cốc Cốc Ad Platform  
Given in August, 2021

A stylized, handwritten signature in black ink, appearing to read "Pham Huynh Phuong Trang".

**MS. PHAM HUYNH PHUONG TRANG**  
Digital Marketing Manager, Suntory Pepsico

SIGNATURE

A stylized, handwritten signature in black ink, appearing to read "Mai Thanh Oanh".

**MS. MAI THANH OANH**  
Head Of Sales at Cốc Cốc

SIGNATURE

# CERTIFICATE

THE BEARER OF THIS CERTIFICATE IS HEREBY  
DEEMED KNOWLEDGEABLE ABOUT

## 1. General

- Digital Marketing.
- Understanding the definitions, roles and development process of Digital Marketing.

## 2. Digital Marketing and Marketing tools

- Digital Marketing trends.
- MNC Advertising's digital structure group.
- Understanding popular digital marketing platforms: Social Media, Websites, O2O, Video, OTT, Influencer marketing, Instant messenger, E-commerce.
- Digital communication terms according to 3 steps for digital marketing planning.
- O2O - Online to Offline and How to operate multi-channel.
- KPI and effective measurements

## 3. Planning and Creativity

- Develop strategies and plan for a digital marketing campaign.
- Understand creative fundamentals for digital marketing.