



CERTIFICATE

DIGITAL ACADEMY

THIS CERTIFICATE IS PROUDLY PRESENTED TO

Lê Thanh Huyền

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.