



CERTIFICATE

DIGITAL ACADEMY

THIS CERTIFICATE IS PROUDLY PRESENTED TO

Vũ Trung Kiên

Classification: Distinction

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

A handwritten signature in black ink, appearing to read "Phuong Trang", written over a thin horizontal line.

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

SIGNATURE

A handwritten signature in black ink, appearing to read "Mai Thanh Oanh", written over a thin horizontal line.

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.