

CERTIFICATE OF ACCOMPLISHMENT

iversity hereby attests that according to the criteria set by the course instructor,

Matthias Körnich

has successfully completed the following course:

Building Strong Digital Brands

Introductory course in Digital Brand Managemet that allows students to understand the particulars of digital media and technologies and get to know how to present a brand using digital brand storytelling. The course teaches advanced methods and techniques used to generate strong ownable emotions about a brand.

Timeframe: October 2015 to December 2015
by Prof. Dr. Dieter Georg Herbst

Grade: B


PROF. DR. DIETER GEORG HERBST



UdK Berlin

Berlin Career College

About UdK - Berlin Career College

Berlin Career College offers a multifaceted further education programme at Berlin University of the Arts. Accreditation courses, masters programmes, workshops and international summer universities await artists, creatives and enthusiasts.

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Please note:
This certificate does not affirm that the student was enrolled at the mentioned institution(s) or confer any form of degree or credit.