

# Statement of Participation

iversity hereby certifies that **Dipl-Wirtschaftsing. (FH) Armin Lerch** has participated in the following course:

## Building Strong Digital Brands

Taught from October 2015 to December 2015 by Prof. Dr. Dieter Georg Herbst.

Introductory course in Digital Brand Management 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.

### 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.



UdK Berlin  
**Berlin Career College**

iversity.org is a higher education online platform, enabling a global community of learners to study with excellent professors from all over the world. This certificate does not affirm that the student was enrolled at the mentioned institution(s) or confer any form of degree, grade or credit. The course did not verify the identity of the student.