

Statement of Participation

iversity hereby certifies that **Friedemann Lämmel** 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.



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