

CERTIFICATE OF PARTICIPATION

iversity hereby certifies that **Bettina Schreiner** has participated in the following course from September 2019 to December 2019:

Digital Marketing – Critical Success Factors

The participant learnt about the critical factors that underlie every successful marketing strategy, including topics and methods like:

- The new marketing reality and how it affects the way how online marketing activities should be designed.
- The mind-set of effective digital marketers such as acting agile and operating performance driven.
- The ideal campaign set up, how to improve conversions and how to measure success.
- By interviewing leading experts and explaining key concepts of successful digital marketing communication - independent of specific strategies and channels.

About Hochschule der Medien

Stuttgart Media University brings together the combined know-how of the former University of Printing and Media and the University of Librarianship and Information. It covers a broad spectrum of media expertise: from printed media to electronic media, from mass media and media theory to media production.



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