

CERTIFICATE

This certificate is issued by SoftUni Digital to acknowledge that

Ana Todorova Todorova

has successfully completed a course

Building Digital Branding - February 2023

with **6.00 / 6.00**



Issue date: 10/04/2023

Check the validity of this document here:

<https://digital.softuni.bg/Certificates/Details/46152/13fad6f6>

COURSE CURRICULUM:

| Topic | Hours |
|---|-------|
| Branding's basics. How to build a brand? | 3 |
| SWOT. Audience. Targets | 3 |
| Website as communication center | 3 |
| Rebranding. Online elements | 3 |
| Digital channels and digital brands | 3 |
| Development of the brand in the dynamic landscape. Planning | 3 |



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