



CERTIFICATE OF COMPLETION

awarded to

Scarcella Jessica

for successfully completing the
COMMUNICATIONS, MARKETING AND ADVERTISING (200 HOURS)
COURSEWORK

INTRODUCTION TO MARKETING
MARKETING STRATEGIES AND PLANNING
DATA COLLECTION AND MARKETING RESEARCH
HOW TO BEHAVE WITH CLIENTS
BRAND CREATION AND BRAND IDENTITY
VALUE PROPOSITION, PRODUCT AND PRICING
DELIVERY MANAGEMENT
INTERNET MARKETING
INTRODUCTION TO COMMUNICATIONS
COMMUNICATION IN THE WORK PLACE
VALUE PROPOSITION COMMUNICATIONS: ONE-TO-MANY AND ONE-TO-ONE
PRESS ROOM AND PUBLIC RELATIONS
INTRODUCTION TO ADVERTISING
ADVERTISING WITH DIFFERENT TYPES OF MEDIA
ADVERTISING STRATEGY AND THE CREATIVE PROCESS
ECONOMIC ASPECTS OF ADVERTISING ACTIVITIES

Roma

02-11-2015

We Train Italy - www.wetrainitaly.it

A handwritten signature in black ink, reading 'Andrea Mancini', is positioned below a horizontal line.